26TH YEAR

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION JUNE 3, 1957 35¢ PER COPY

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Hill critics assail FCC

B•T Profile: The P&G Story

pioneer
in radio and
television and
still Houston's
most modern
facility!

KPRC-TV
RADIO

Recent modernization includes new radio transmitter, new radio tower system and increase in operating space to 50,000 square feet.

Thirty-two years ago the selection of a Houston radio station was relatively simple. There was only one . . . KPRC. Eight years ago the selection of a Houston television station was relatively simple. There was only one . . . KPRC. Pioneering in broadcast media has been a welcomed opportunity for KPRC management since 1925. KPRC has grown, progressed and modernized; keeping pace through the years. Today there is only one completely modern radio and television facility in Houston . . . KPRC, offering the finest broadcast service in the South and Southwest. Radio 950 Kilocycles. Television Channel 2.

KPRC

PHOTO BY DEL WILLIAMSON

This is what we mean by

EXPANSION

in the WTRF-TV coverage area . . .

More than 180,000 tons of primary aluminum a year will soon roll off the lines here at the Olin-Revere Metals Corp. site, 23 miles *south* of Wheeling. This is just part of the $450-million Wheeling-Upper Ohio Valley expansion. The growth of this area is fabulous, but no more so than the popularity of WTRF-TV, leader by a wide margin in every accredited audience survey made in this area. So keep your eyes on this market—just as everyone in this market is keeping his eyes on WTRF-TV.

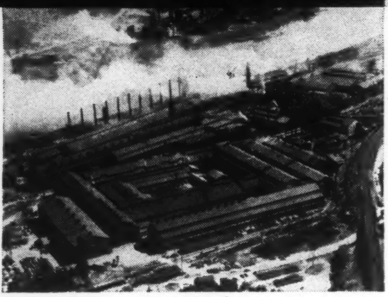
"a station worth watching"

wtrf-tv

Wheeling 7, West Virginia

CHANNEL 7

For availabilities and complete
coverage information—Call
Hollingbery, Bob Ferguson,
VP and General Manager,
or Needham Smith,
Sales Manager.
CEdar 2-7777



NBC

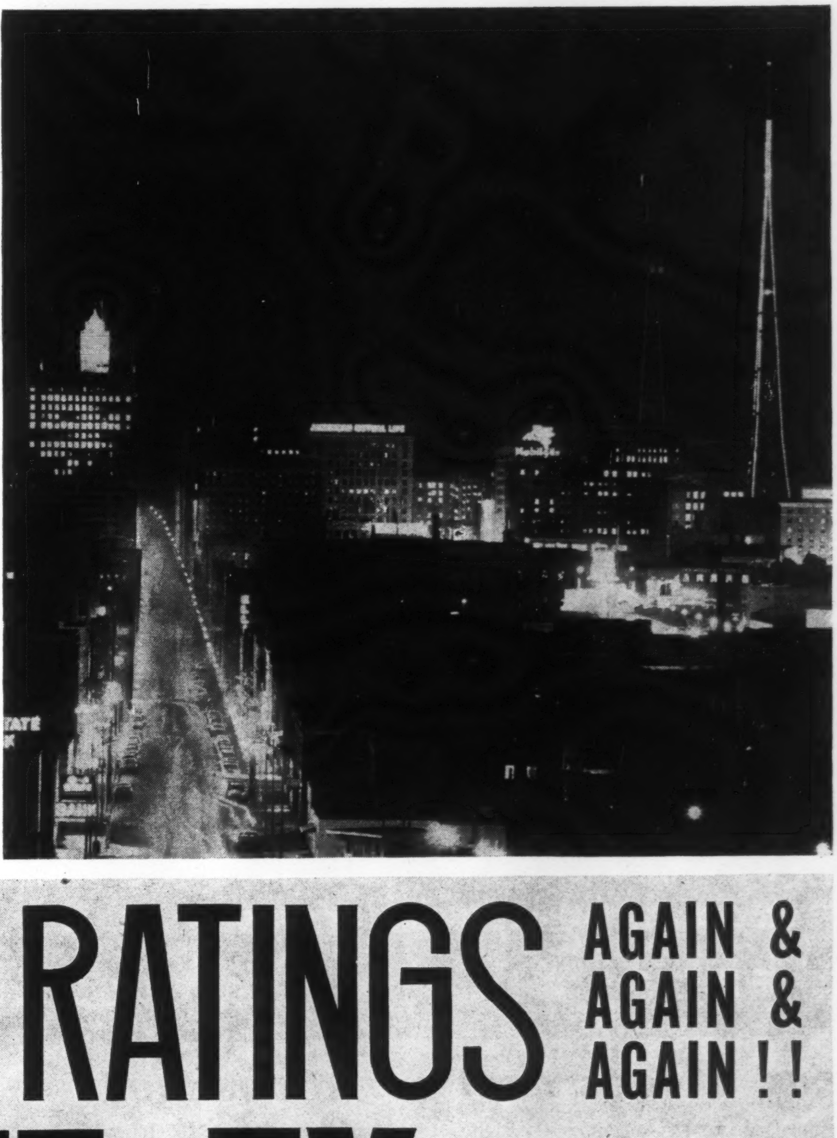
316,000 watts

Equipped for network color

reaching a market that's reaching new importance!

A.R.B. and PULSE AGREE...

KRNT-TV DOMINATES DES MOINES TELEVISION!



- ★ **10 out of top 10** Once-A-Week Shows
- ★ **9 out of top 10** Multi-Weekly Shows
- ★ **315 FIRSTS in** 474 Quarter Hours

NEWS RATINGS UP TO 46.6

★ ***SOURCE:*** LATEST A.R.B. REPORT FOR DES MOINES AREA

HIGH RATINGS AGAIN & AGAIN & AGAIN ! !

KRNT-TV

KATZ HAS THE FACTS ON THIS COWLES OPERATION

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Ask a Branham man about...

The Only Full-Time 50,000 Watt Station in Dallas-Ft. Worth

KRLD

RADIO • CBS • DALLAS

KRLD 1080 is the only 50,000 watt station in the Dallas-Fort Worth area not sharing time or frequency with another Dallas-Fort Worth station. KRLD, the oldest CBS affiliate in Texas, broadcasts 24 hours a day. One station — one contract means important savings through greater frequency discounts. For your best buy — better buy KRLD.

KRLD delivers

MORE COVERAGE

MORE LISTENERS

than any other full-time station in Texas

N.C.S. NO. 2

and at less cost per thousand!

KRLD Radio CBS

The radio station of The Dallas Times Herald, owners and operators of KRLD-TV, telecasting with maximum power from the top of Texas' tallest tower. Herald Square, Dallas 2. The Branham Company, exclusive representatives.

JOHN W. RUNYON	CLYDE W. REMBERT
Chairman of the Board	***President***

closed circuit.

FRONT RUNNER? Despite efforts to keep lid on prospective nominee for McConnaughey vacancy on FCC, word got around last week that new front runner is prosperous St. Louis Attorney T. Hartley Pollock, 48, reportedly identified with Dewey-Brownell GOP school. He's been checked by FBI, it's reported. Reached by B•T in Pompano Beach, Fla., Mr. Pollock said "no comment." It was ascertained he is in running, but it wasn't certain whether it's also for chairmanship. Barak Mattingly, former Republican National Committeeman from Missouri, said to be ramrodding his campaign.

B•T

IT'S EVIDENT White House is trying to proceed cautiously on FCC vacancy, because of Edward K. Mills Jr. episode last month. Mr Mills was all but named, then withdrew when he couldn't have chairmanship. Should Pollock candidacy fail, there are at least several others known to be under consideration, aside from perhaps half dozen avowed candidates. These include George S. Smith, attorney in firm of Segal, Smith & Hennessey; John S. Patterson, public relations executive, now deputy administrator of Veterans Affairs [CLOSED CIRCUIT, *May 27] and Robert King, executive assistant to Vice President Nixon. Candidates include (and there are many others) FCC General Counsel Warren Baker and FCC Secretary Mary Jane Morris.*

B•T

WEAVER NETWORK • Negotiations understood to be well along between Sylvester L. (Pat) Weaver, Jr. and at least two other midwest stations regarding affiliations with his Program Service Inc. network. With WGN-TV Chicago as first signed outlet (story page 60), he hopes to be able to announce affiliation of WITI-TV Milwaukee and KMGM-TV Minneapolis-St. Paul, both independents, in October. Incidentally, Mr. Weaver may rename his service Metropolitan Network.

B•T

THERE'S reverse twist upcoming in use of network radio by big three in soap-detergent-toiletries field, judging by current signs. Taking advantage of P&G's publicized abandonment of network radio, Colgate has put estimated $3.5 million into choice network availabilities on CBS Radio and Lever is manifesting interest in radio's low cost-per-1,000 advantages.

B•T

WOLFSON IN ASHEVILLE • Option of *Asheville Citizen & Times* (WWNC) to purchase 31.3% at book value of ABC-affiliated ch. 13 WLOS-TV Asheville, N. C., has been acquired by Wolfson-Meyer Corporation (WTVJ [TV] Miami, WFGA [TV] Jacksonville) along with options on stock of several other small minority stockholders for undisclosed sum. Newspaper option was acquired from Roger Peace, publisher of *Greenville News-Piedmont*, as well as Asheville newspaper operations. Other large stockholders reportedly are disputing validity of *Citizen-Times'* option, with prospect that proxy fight will ensue. Wolfson-headed group last week acquired 50% of ch. 33 WMTV (TV) Madison, Wis. for $550,000, subject to customary FCC approval (story page 68).

B•T

INTRIGUING conversation in Washington has to do with tv cases made final by FCC on 4-3 votes in past few months but which are still not entirely resolved because of pending petitions for reconsideration or court appeals. Guessing game is based on what will happen if new commissioner is sitting when case comes up again for final disposition.

B•T

LIQUOR PROBLEM • Number of radio stations understood to have engaged in some soul-searching before accepting Seven-Up Co.'s new campaign plugging soft drink in copy to this general effect: "Seven-Up and gin (or vodka, whisky, etc.) make a fine summer drink." Question they had to answer for themselves: "Does copy like this put them in position of advertising hard liquor, even though no hard liquor brands are named?" Seven-up agency is J. Walter Thompson Co., Chicago.

B•T

SOME distillers meanwhile are considering device to use broadcast media to promote their liquor products indirectly—in institutional fashion—without violating broadcasters' traditional ban on hard liquor advertising. Workable for distillers who also make non-alcholic products, plan involves purchase of time in behalf of these other products. But copy would make clear that these are made by such-and-such company, using parent-company name which often is more nearly synonymous with liquor than with its non-alcholic by-products.

B•T

STOPPING LEAKS • FCC Chairman McConnaughey expected to appear tomorrow (Tues.) before Senate Subcommittee headed by Sen. Henry M. (Scoop) Jackson (D-Wash.). Committee is looking into purported "leaks" of regulatory agency decisions and is considering advisability of legislation which would result in dismissal of or other severe penalties for government officials revealing decisions which affect the stock market. FCC, it's understood, feels it has already coped with problem by announcing its preliminary decisions immediately and it's believed Chairman McConnaughey will so advise Jackson Committee.

B•T

Re "leaks", case in point was May 23 subscription tv action, decided and released on same day. Rep. Dingell (D-Mich.) in speech on House floor last Monday (story, page 37) alluded to purported leak in ch. 5 Boston decision to Herald-Traveler. *Question has also been raised about gyrations in Zenith and Skiatron stock on rumors of imminent approval by FCC of toll tv test—which didn't happen.*

B•T

MORE ZIP FOR CHRYSLER • Chrysler Div. (Chrysler and Imperial), Detroit, reportedly will try to keep sales ground won by its fishtailed, hot selling autos this year by increasing its ad budget for 1958 models more than ever before in its history. Boost may mean more money for radio and tv, according to plans now being drawn up by its agency, McCann-Erickson, New York, and expected to be presented to client within two weeks.

B•T

KAISER Aluminum & Chemical Corp., Oakland, Calif., understood to be all set with its plans to sponsor post-1948 films on Sundays from 7:30-9 p.m. on ABC-TV this fall. Leonard Goldenson, president of AB-PT and acting president of ABC, reportedly helped clinch deal last week when he went to Hawaii to pitch project personally to Henry Kaiser, president of Kaiser Corp. Young & Rubicam, New York, is agency for Kaiser. Source of up-to-date films is still mystery.

B•T

NEW MBS FORMAT • Mutual understood to be "highly pleased" with response from affiliates (as well as advertisers) to its new contract centering around its music-news format, and plans to issue interim report this week. It is reported that 81% (401 contracts) of 496 affiliates that were sent pacts end of April have signed, with 39 of 40 in top markets set. Advertising-wise only American Molasses Co. has dropped out of its sponsorship of two five-minute segments but this slack more than taken up by extension of Quaker Oil Refining Co. to 496 markets of sponsorship of two weekend sports programs (originally it had signed for 130 markets). New MBS format slated to start yesterday (Sunday).

B•T

IT'S EXPECTED that when Adam Young Inc. issues second in series of three studies on U. S. radio today later this month, station rep will stir up hornets nest among agencies and stations. One subject to be discussed at length is whether "power" of powerhouse stations includes programs or is merely physical, e. g. kilowatts and coverage.

THIS SIGMA DELTA CHI AWARD IS

FURTHER PROOF...

OF THE
KPHO NEWS BUREAU'S
REPORTING EXCELLENCE
IN THE PHOENIX MARKET!

THE SIGMA DELTA CHI
ΣΔΧ
AWARD IN JOURNALISM
TRUTH
AWARDED TO
JOHN GREEN
FOR DISTINGUISHED SERVICE IN JOURNALISM
1956
TALENT
ENERGY

To the members of the KPHO News Bureau And News Director Johnny Green, the sister Meredith stations join in sincere congratulations.

The citation reads, briefly: "For distinguished service in the field of Radio Reporting, the Sigma Delta Chi award is made for 1956 to John Green of Radio-Television station KPHO, Phoenix, Arizona. Johnny Green's outstanding coverage of the Grand Canyon air disaster, June 30, 1956 is a dramatic example of on-the-spot radio reporting."

Your sister
MEREDITH STATIONS
and Magazines*

WHEN	— SYRACUSE —	WHEN-TV
WOW	— OMAHA —	WOW-TV
KCMO	— KANSAS CITY —	KCMO-TV

* Meredith Stations are affiliated with Better Homes and Gardens and Successful Farming Magazines

THE WEEK IN BRIEF

LEAD STORY

Theatre Tv Gets More Impetus—Bell system ready to serve wired cable theatre companies; means breakthrough on capital investment front with growing interest in wired toll tv by theatre exhibitors, community tv operators and broadcasters. Rep. Harris, meanwhile, pleased by FCC's call for additional comments on pay tv, but still feels Commission should answer in full his April letter of inquiry. **Page 27.**

ADVERTISING & AGENCIES

P&G Cleans Up With Tv—There's nothing in the marketing world to match the way this leading buyer of video puts its brands into 95% of the nation's kitchens. **Page 98.**

There's an Edsel in Tv's Future—New Ford car will be introduced to public via teaser tv spot campaign in August with use of animated film, but nothing will be shown, not even an inch of chrome of the new auto. **Page 30.**

Happy Marriage of Copy and Illustrations—And how best to keep it going is talk at second annual Visual Communications Conference. **Page 29.**

Ford Move Fans Controversy—Ford cuts back on spot radio campaign to help finance $5.5 million radio package, but denies spot savings will be major portion of network investment. Ford dealers' multi-million-dollar spot campaign not affected. **Page 28.**

FILM

Four Still Say No.—Three companies accede to demand by FCC network study group that they submit data, but four others ignore subpoena. **Page 58.**

NETWORKS

More ABC Radio Changes—But it isn't "ABC Radio" any more. Name becomes "American Broadcasting Network" as part of apparent move to dissociate radio from tv. Daily programming time to be cut back to eight or nine hours, but with effort to upgrade quality of time that remains. **Page 46.**

$41 Million Plus For Tv Networks—That's gross time sales for the three majors in April, according to PIB. The cash register tempo was 5.7% above April of '56. **Page 46.**

Radio's Being Shortchanged—That's the protest of ABC Radio which tells A. C. Nielsen Co. that it should not treat the huge out-of-home listenership as merely a "bonus" audience. **Page 52.**

Deaf Ears Across the Border—CBS Radio nixes Dominican Republic's request for free and/or paid time following network's documented blast at Dominican strongman Rafael L. Trujillo; Latin Americans approach NBC Radio for paid time. **Page 50.**

STATIONS

Petry Promotes Nierman, Adds Jahncke—Martin Nierman named vice president and tv national sales manager, Ernest Lee Jahncke Jr. joins rep firm as vice president and assistant to president in realignment. Thomas E. Knode resigns as tv vice president and plans board chief. Ted Page named assistant sales manager. **Page 69.**

KCOP (TV) Sells For $4 Million—Ch. 13 Los Angeles outlet goes from Copley Press to Kenyon Brown, Bing Crosby, George Coleman and Joseph Thomas. Other tv sales last week: WMTV (TV) Madison, Wis.; permittee KDHS (TV) Aberdeen, S. D., and 35% of WJBF-TV Augusta, Ga. **Page 68.**

Executive Changes in DuMont Stations—Buckley adds sales and programming vice presidency for three stations to his presidency of WNEW New York; Grogan named WABD (TV) New York program manager; Geisman and Dreyer duties expanded. **Page 70.**

Tax May Hit L. A. Stations—City querying broadcasters on portion of local business with possibility that local levy may be made. **Page 72.**

GOVERNMENT

Broadside Against FCC—Rep. John Dingell looses withering blast against Boston ch. 5 grant, FCC's McConnaughey. Rep. Moulder says his subcommittee definitely will investigate Commission with hearings probably to begin in September. **Page 37.**

Add Two New Tv Outlets—Permits for new television stations authorized by FCC for Hays Center, Neb. (ch. 7), and Great Falls, Mont. (ch. 3). **Page 42.**

PERSONNEL RELATIONS

IBEW's Headache Grows—Local 1212, already smarting from $100,000 damage suit launched against it by CBS and an upcoming National Labor Relations Board hearing, gets hit by NLRB petition for injunction. **Page 80.**

OPINION

Why BUY the Audience Your Show Should Attract?—Asking that question, Art Duram flays the practice of trying to build tv viewership with a pocketbook alone. The Fuller & Smith & Ross executive appears in B•T's weekly MONDAY MEMO. **Page 121.**

An Appraisal of Radio in '57—WICC's Phil Merryman comments on the changing trend in station operation; sees the successful community radio outlet as a constant companion and servant to the listener. **Page 116.**

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WHEN KANSAS CITY GOES SHOPPING . . .

It's a WHB world

FOOD . . .
More national food product advertising is placed on WHB than on all other local radio stations combined. And locally, virtually all major food chains advertise consistently on WHB.

DRUGS . . .
National drug advertisers and local drug stores spend more money on WHB than on all other local radio stations combined.

AUTOMOTIVE . . .
WHB carries schedules for every major national automobile advertiser. Local car dealers buy more time on WHB than on all other local radio stations combined.

CIGARETTES . . .
Every cigarette brand buying spot radio in Kansas City in 1956 bought WHB.

DRUG STORE
CLEANERS

. . . *because* **IT'S A WHB AUDIENCE . . .**

Whether it be *Metro* Pulse, Nielsen, Trendex or Hooper—
whether it be *Area* Nielsen or Pulse — WHB is the dominant first among every important audience-type. That statement embraces the housewife, her husband, their teenagers — as well as the farm family. *Every* survey agrees. Whether it's *audience* or *advertising* it's a WHB world! *Talk to Blair or WHB GM George W. Armstrong.*

WHB
10,000 watts on 710 kc. Kansas City, Missouri

The Storz Stations
Today's Radio for Today's Selling

TODD STORZ
President

WDGY Minneapolis-St. Paul	**WHB** Kansas City	**WQAM** Miami	**KOWH** Omaha	**WTIX** New Orleans

Represented by John Blair & Co. *Represented by Adam Young Inc.*

at deadline

WAAM(TV) to Westinghouse, Sale Application Goes to FCC

FCC was asked Friday to okay sale of ch. 13 WAAM(TV) Baltimore, Md., to Westinghouse Broadcasting Co. [B•T, May 13]. Application indicates WAAM owners, primarily Ben and Herman Cohen and family, will receive 78,000 shares of newly issued Westinghouse Electric common ($12.50 par) in exchange for their 100,000 WAAM Inc. shares. Westinghouse common closed Friday at 62 on New York Stock Exchange, making transaction $4.8 million. WAAM balance sheet as of March 31 showed total assets of over $1 million, current liabilities at $136,000 and capital and surplus at $904,993. Capital since 1951 has been $100,000. Estimated replacement cost of ABC-affiliated Baltimore outlet was given as $2 million.

Acquisition by Westinghouse of WAAM gives WBC limit of five vhf tv stations; it already owns v's in Boston, San Francisco, Pittsburgh and Cleveland.

Sale of one station and acquisition of another by Harry M. Ayers (*Anniston*, [Ala.], *Star*) reported Friday. WHMA, 250 w on 1450 kc sold to Ralph Allgood and Grove Wise for $75,000. Messrs. Allgood and Wise own WRMA Montgomery, Ala. At same time Ayers' group buying WSPC Anniston (5 kw day, 1 kw night on 1390 kc) from W. S. Weatherly and associates for $65,000 and will change call to WHMA. Transactions handled by Blackburn & Co.

Commercial Tv Transmissions From Florida to Cuba Approved

FIRST commercial "over-the-horizon" tv transmissions authorized by FCC to AT&T and Florida Micro Communications Inc.—foreshadowing international tv. Grant permits AT&T to use existing uhf tropospheric scatter telephone circuits between southern Florida and Cuba (granted year ago) for black-and-white tv. Frequencies specified are 840 mc and 880 mc. Hop is 180 miles.

Florida Micro Communications received authorization to use 800 mc to transmit from Tavernier, Fla., to Matanzas, Cuba, where Miami programs will be relayed to Cuban stations. Authority is for black-and-white and color tv. Grant indicated Florida Micro Communications has agreement with Telemundo (CMAB-TV Havana and others) to feed Cuban programs to U. S.

Goldman Gets NARTB Post

SIMON GOLDMAN, president-general manager of WJTN Jamestown, N. Y., elected director of NARTB District 2 (N. Y., N. J.), tabulation of election ballots showed late Friday. He defeated Michael R. Hanna, WHCU Ithaca, N. Y. Vacancy was created when Robert B. Hanna, formerly of WGY Schenectady, N. Y., became ineligible to continue because of transfer.

Overhaul of Equal Time Rule Suggested by Senate Committee

AMENDMENT of Sec. 315 of Communications Act requiring equal time for all political candidates suggested by blue-ribbon Senate committee investigating political campaigns, lobbying and campaign contributions. Committee's unanimous recommendation issued Friday is that Sec. 315 be changed to eliminate necessity for according equal time to minority parties, except where they show public support.

Suggested is that minority party shall benefit from Sec. 315 equal time provisions only if it polled 5% of total vote for office at last regular election, or, if new party, it presents petition signed by qualified voters equal to at least 2% of votes cast at last regular election for office in question.

Report's highlights summed up in recommendations that no campaign spending limitation be put on presidential and vice presidential elections; expenditures for Senate and House elections be limited to equivalent of 10¢ per person (up from 3¢) in state or congressional district. Minority, Sens. Gore, Kennedy and Purtell, protested exemption of state and local party committees from expenditure limitations. Present law limits presidential race expenditures to $3 million per political committee; and total of $25,000 and $5,000 for Senatorial and House races respectively.

Simmel, Thompson Promoted

APPOINTMENT of Ludwig W. Simmel as manager, sales service and traffic, NBC Radio, and William G. Thompson Jr. as supervisor, radio co-op sales, announced Friday by Matthew J. Culligan, vice president in charge of NBC Radio Network. Mr. Simmel was manager of co-op program sales; Mr. Thompson, co-op promotion supervisor.

Five Wary of Translator Ban

INITIAL response to FCC proposal to prohibit translators from operating in communities where regular tv operates hostile. Five rural communities in tv-less areas, in comments filed at FCC Friday, want to keep translators, and some of them don't want to rely on station "of dubious" quality." Others said proposal would kill competition.

PUBLIC SERVANTS TWO WAYS

TWO of Kentucky's broadcasting Lackey brothers have been elected mayors. F. Ernest Lackey, president-general manager of WHOP Hopkinsville, and Hecht S. Lackey, president-general manager of WSON Henderson, will serve four-year terms in their respective cities.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business: for earlier news, see Adver- & Agencies, page 28.

PRAISE PUT TO TEST • Lever Bros., N. Y., introducing new toilet soap, Praise, via radio spot announcement campaign starting on test basis in Florida July 8. Contract, through Kenyon & Eckhardt, N. Y., unusual for test in that it is to run 52 weeks.

FIGURES ON SPECTACULARS • Exquisite Form Brassiere Inc., N. Y., through Grey Adv., New York, understood to be buying several spectaculars for next season. Firm was going to buy a syndicated show from United Artists but deal broke down.

PRICE WAS RIGHT • Speidel Corp. (watchbands), Providence, R. I., has signed to sponsor *The Price Is Right* on NBC-TV, Monday, 7:30-8 p.m., alternate weeks. Alternate sponsor for program not yet signed. Norman, Craig & Kummel, N. Y., is agency.

GIRDS FOR GRID • Sunbeam Corp., Chicago, signed for quarter-sponsorship of NCAA Big Ten regional football tv schedule on NBC-TV starting Oct. 12 [At Deadline, May 27]. Company also has one-fourth of national telecasts. Agency: Perrin-Paus Co., Chicago.

BRIEFLY FOR INSTANT • General Foods (Instant Maxwell House coffee), N. Y., planning radio spot announcement campaign to cover about 20 markets, effective June 9. Contract for one week only, through Benton & Bowles, N. Y.

JELLO IN JULY • General Foods,, N. Y., for Jello, planning ten week radio spot announcement campaign in approximately 100 markets starting July 1. Young & Rubicam, N. Y., is agency.

MORE FOR THYLOX • Expected increase in broadcast media use by Pharmaceutical Division of Shulton Inc. (Thylox Medicated shampoo), N. Y., will show up in next year's plans. Account, billing approximately $500,000, has switched from Brudno & Bailey, Westfield, N. J., to Foote, Cone & Belding, N. Y. FC&B now is preparing media plans for second half of year, but budget for this year is firm. Thylox is spot radio user, has tested some markets with spot tv.

ABC-TV Gets Gold Cup Races

CHAMPIONSHIP heat of 50th Gold Cup hydroplane speed boat races on Seattle Lake, Wash., will be televised live Aug. 11 over ABC-TV (time to be announced). Arrangements completed Friday in San Francisco by Oliver Treyz, vice president in charge of ABC-TV, and Otto Brandt, vice president and general manager, KING-TV, Seattle, originating station.

at deadline

Set Shipments in First Quarter: Radio Jumps Sharply, Tv Declines

SHIPMENTS of radio sets from factories to dealers in first quarter of 1957 totaled 1,612,044, sharp increase from 1,470,873 sets shipped in same 1956 period, according to Radio-Electronics-Tv Mfrs. Assn. Tv set shipments dropped to 1,457,636 in first 1957 quarter compared to 1,702,236 last year.

Radio shipments, first quarter of 1957:

State	Total	State	Total
Ala.	19,973	Nev.	2,367
Ariz.	7,929	N. H.	4,544
Ark.	6,731	N. J.	73,595
Calif.	117,022	N. M.	5,365
Colo.	12,021	N. Y.	277,851
Conn.	22,346	N. C.	24,001
Del.	2,977	N. Dak.	3,850
D. C.	20,308	Ohio	89,815
Fla.	38,296	Okla.	13,397
Ga.	27,460	Ore.	14,828
Idaho	3,714	Pa.	119,550
Ill.	127,065	R. I.	8,736
Ind.	27,596	S. C.	10,586
Iowa	16,018	S. Dak.	3,464
Kan.	12,073	Tenn.	22,599
Ky.	23,963	Tex.	71,081
La.	23,180	Utah	5,831
Me.	6,915	Va.	24,324
Md.	31,856	Vt.	3,255
Mass.	57,107	Wash.	23,016
Mich.	67,118	W. Va.	11,715
Minn.	26,293	Wis.	33,265
Miss.	9,258	Wyo.	2,074
Mo.	38,039		
Mont.	4,431	GRAND TOTAL	
Neb.	8,864		1,612,044

Tv shipments for same period:

Ala.	24,294	N. H.	3,526
Ariz.	8,952	N. J.	52,757
Ark.	13,696	N. M.	5,561
Calif.	131,733	N. Y.	163,054
Colo.	13,047	N. C.	29,969
Conn.	24,418	N. Dak.	5,258
Del.	3,274	Ohio	80,733
D. C.	16,815	Okla.	14,908
Fla.	56,470	Ore.	16,710
Ga.	30,692	Pa.	101,095
Idaho	5,550	R. I.	7,221
Ill.	83,134	S. C.	13,072
Ind.	35,617	S. Dak.	5,590
Iowa	15,965	Tenn.	26,874
Kan.	16,613	Tex.	80,477
Ky.	25,832	Utah	6,660
La.	26,606	Vt.	2,963
Me.	7,132	Va.	24,284
Md.	20,843	Wash.	22,431
Mass.	43,030	W. Va.	15,779
Mich.	53,253	Wis.	24,951
Minn.	22,222	Wyo.	3,320
Miss.	14,403	U. S. TOTAL	1,453,940
Mo.	32,300	Alaska	1,039
Mont.	8,843	Hawaii	2,657
Neb.	10,802	GRAND TOTAL	
Nev.	2,211		1,457,636

TEF Assets Rise 15.2%

TELEVISION Electronics Fund Inc. Friday reported record total net assets of $148,650,003 for six months ended April 30 for 15.2% increase over amount for same period year earlier.

UPCOMING

June 4-6: National Community Tv Assn., Penn-Sheraton Hotel, Pittsburgh, Pa.

June 6: Southern California Broadcasters Assn., first annual sales clinic, Sheraton-Town House, Los Angeles.

June 6-7: Virginia Assn. of Broadcasters, Hotel John Marshall, Richmond.

LeMasurier Plane Crash Kills Broadcaster, Wife Survives

REMAINS of Dalton LeMasurier, president of KDAL-AM-TV Duluth, Minn., were to be shipped to Duluth following discovery of his body beside wreckage of his private plane [B•T, May 27]. Mrs. LeMasurier is recovering in Rawlins, Wyo., hospital from exposure suffered while marooned nearly three weeks on mountain ledge.

Plane crashed into side of Ferris Mountain, 65 miles northeast of Rawlins, during thunderstorm May 11, according to Mrs. LeMasurier. Both survived crash but her husband died two or three days later, she said. Couple kept warm with aid of parachutes and spare garments in plane but had only vitamin pills and several chocolate bars for nourishment. Snow drifts from storm after crash occurred kept plane hidden from searchers. Wreckage was spotted last Thursday by cowboy on ranch near mountain, with aid of binoculars, snow having melted enough to reveal presence of plane on ledge 200 feet from top.

Station had offered $2,500 for information leading to location of wreckage after formal search had been abandoned. Mr. LeMasurier is survived by two sons, Donald, 25, Duluth boating magazine publisher, and Ronald, 23, Pasadena, Calif., actor, and daughter, Mrs. Stephen Collins, 21, of El Paso Tex., as well as his parents.

Dale Cowle, KDAL promotion manager, was at scene when Mrs. LeMasurier was removed from mountain ledge.

Two Conn. Access Bills Now Law

TWO free-speech bills, signed by Gov. Abraham A. Ribicoff of Connecticut, provide added rights to media in covering public events in state. One bill opens all meetings of major state bodies to newsmen and public; other opens public records except where public security or protection of individual's reputation is involved. Gov. Ribicoff said broadcasters and newspapers had performed public service in working for passage of measures.

L. A. Police Chief Carries Wallace Incident to FCC

JUST where is dividing line between legitimate controversy and sensationalism? That was question asked of FCC Friday by Capt. James Hamilton, chief of Los Angeles Police Dept.'s Bureau of Intelligence. In "protest" filed with Commission, including transcript of now celebrated Mike Wallace interview with one-time gangster Mickey Cohen [B•T, May 27], Capt. Hamilton posed question, asked for FCC answer. Commission has forwarded communication to ABC.

ABC-TV Vice President Ollie Treyz and Mr. Wallace earlier made public apologies for statements about police officials, and network offered equal time to reply.

PEOPLE

ROBERT G. EVERETT and **DEWITT JONES,** account supervisors, and **WILLIAM F. TREADWELL,** public relations head, Leo Burnett Co., Chicago and N. Y., elected vice presidents.

PETER H. NICHOLAS, associate research director, Benton & Bowles, N. Y., today (Mon.) joins Charles W. Hoyt Co. as research vice president. **WILLIAM A. BAUMERT** who left for Paris & Peart, N. Y., last year rejoins Hoyt as account executive.

GEORGE F. SPRING, salesman for WGY-WRGB (TV) Schenectady since 1952, named manager of sales for WRGB succeeding Robert F. Reid, earlier named WGY manager (page 83).

HENRY W. CLEEFF, formerly with McCann-Erickson, to Ogilvy, Benson & Mather, N. Y., as timebuyer.

GEORGE A. GREENWOOD, promotion manager, WNAX Yankton, S. D., July 1 becomes promotion manager of WSAZ-AM-TV, Huntington, W. Va. **JACK M. WILLIAMS** named merchandising manager of stations.

JOHN MacDONALD, account executive at Grant Adv. Inc., to Campbell-Mithun, Chicago, in similar capacity.

VERNON E. NORRIS, formerly account supervisor, Kenyon & Eckhardt, S. F., to S. F. office of Dancer-Fitzgerald-Sample as account executive.

KENNETH W. HAYDEN, general manager and group supervisor at John Marshall Ziv Co., Chicago, elected vice president.

DON TREVOR, executive producer-director, ATV Film Productions, to Doyle Dane Bernbach, N. Y., as tv producer.

Wildroot Buys Golf, Bowling; Pabst May Be Golf Co-Sponsor

OVER $1 million involved in buys reported Friday by Walter Schwimmer Co., Chicago, packager-distributor of *All Star Golf* and *Championship Bowling* series. Wildroot Co., Buffalo, through BBDO, New York, purchased 13 alternate week half hours of golf on ABC-TV, starting Oct. 12, and 13 half hours (one quarter sponsorship) of bowling in 71 major markets, for estimated $617,000 and $400,000 plus, respectively, for time and package.

Pabst Brewing Co. reportedly interested in alternate weeks of ABC-TV golf series with Wildroot, or, along with other major breweries, in one-half sponsorship of new *Championship Bowling* series in 40 markets.

Miami Ch. 10 Modification Hit

WKAT Miami, Fla., unsuccessful applicant for Miami's ch. 10, filed protest Friday against modification of cp granted WPST-TV Miami earlier this month, claiming among other things that arrangement for National Airlines' WPST-TV to buy ch. 23 WGBS-TV Miami equipment and studio-transmitter facilities violated antitrust laws. Storer's WGBS-TV has ceased operation.

SHREVEPORT'S FIRST TV STATION

KSLA-TV, Channel 12, is well into its fourth year of leading the way in Shreveport. Full 316,000 watts power, 1,210 foot tower, unmatched engineering facilities, audience domination in every single survey made . . .

. . . all add up to the fact that if Shreveport and the thriving Ark-La-Tex area are in your television plans, KSLA-TV is your obvious choice. Your Raymer man has the whole story and likes to tell it!

KSLA-TV

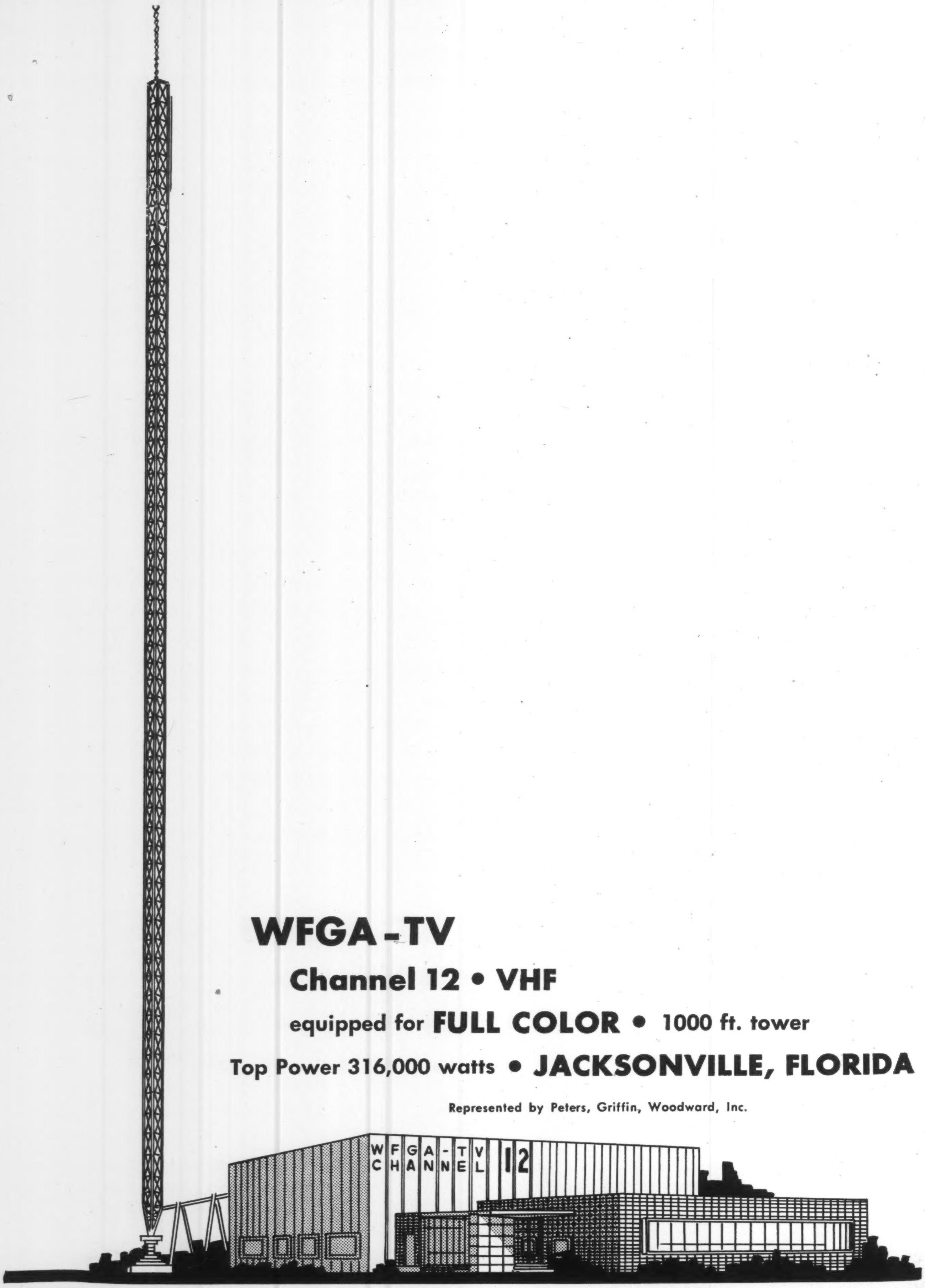
channel 12

BASIC CBS TELEVISION NETWORK

in Shreveport, Louisiana

PAUL H. RAYMER CO., INC.
National Representatives

Ben Beckham, Jr., General Manager
Winston B. Linam, Station Manager
Deane R. Flett, Sales Manager



WFGA-TV

Channel 12 • VHF

equipped for **FULL COLOR** • 1000 ft. tower

Top Power 316,000 watts • **JACKSONVILLE, FLORIDA**

Represented by Peters, Griffin, Woodward, Inc.

Goes in Ad Man's Memoirs

EDITOR:

My biography [OUR RESPECTS, April 15] . . . will certainly make a fine addition to my memoirs. I have received a number of very fine comments from friends who read the article, some of whom I had lost contact with over the years.

Harry W. Chesley Jr.
Executive Vice President
D'Arcy Adv. Co.
St. Louis, Mo.

Agency Man's Reasons Popular

EDITOR:

We would like eight copies of B•T April 1 which contains the speech of Arthur Porter on "Seven Reasons Why Radio is Back in Agency Favor."

R. B. Stone
Sales Manager
WTOL Toledo, Ohio

EDITOR:

Please send 50 reprints of "Seven Reasons Why Radio is Back in Agency Favor."

Sheldon Z. Fisher
Account Executive
WTHI Terre Haute, Ind.

EDITOR:

Send nine copies of "Seven Reasons Why Radio is Back in Agency Favor."

Paul B. Greenwood
KWEL Midland, Tex.

EDITOR:

Send us five copies of Arthur Porter's talk.

Robert W. Reny
Station Manager
WMDR Durham, N. C.

[EDITOR'S NOTE: Reprints of the address by Arthur Porter of J. Walter Thompson are available at $7.50 per 1,000 copies, $4 for 500 copies, $2 for 100 copies, less than 10 copies, no charge.]

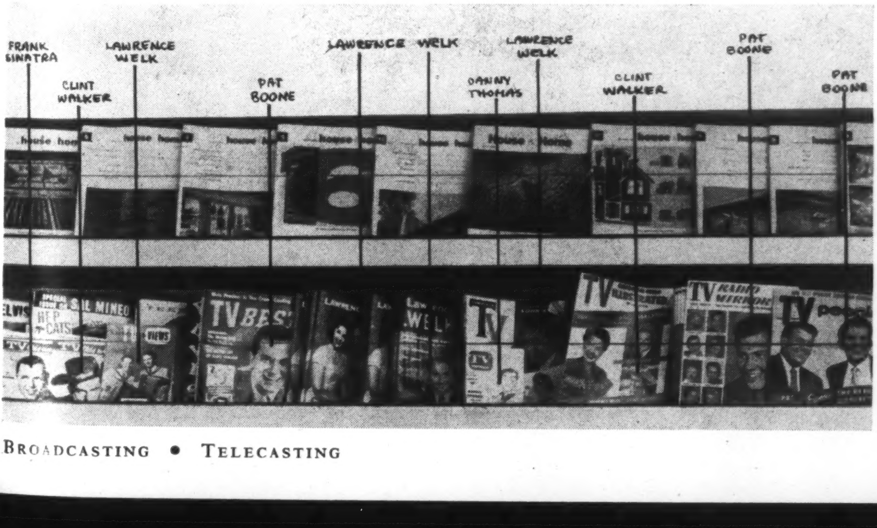
The ABC of a Newsstand

EDITOR:

Ernie Stern, our coast publicity chief, sent me the attached photo taken of a news stand located at Hollywood and Cahuenga.

You will note that a complete row is devoted to television publications exclusively. This certainly is an indication of the enormous spreading interest in television. Of course, the fact that every one of the tv magazines on the newsstand has an ABC-TV personality on the cover doesn't make the photo any less attractive to us.

Michael J. Foster
Vice President
ABC, New York



Urges Telecasters to Fight Back

EDITOR:

A recent UP quote, "Bad news for tv ring fans is the word that there will be closed-circuit tv for the proposed Robinson-Basilio battle," prompts me to point out that tv builds them up, then the arenas try to gouge the public.

How much longer will our industry remain an easy mark for this closed-circuit deal? We have all the means necessary to bring a truly fine sport back to a decent level which can be enjoyed on free tv and without the conditions which made the Dept. of Justice go after the International Boxing Club.

Let's get our own boxing going. Let's have a professional tournament and publicize a clean sport with our own district eliminations and championships. Let us leave to the closed circuits the rotten dead past which made a derelict of Joe Louis. We might even begin by making Joe the head of part of this.

I would gladly contribute to a company which would promote only tv fights with a low admission fee. The many deserted theatres would hold enough people to assure the public that tv fights were on the level.

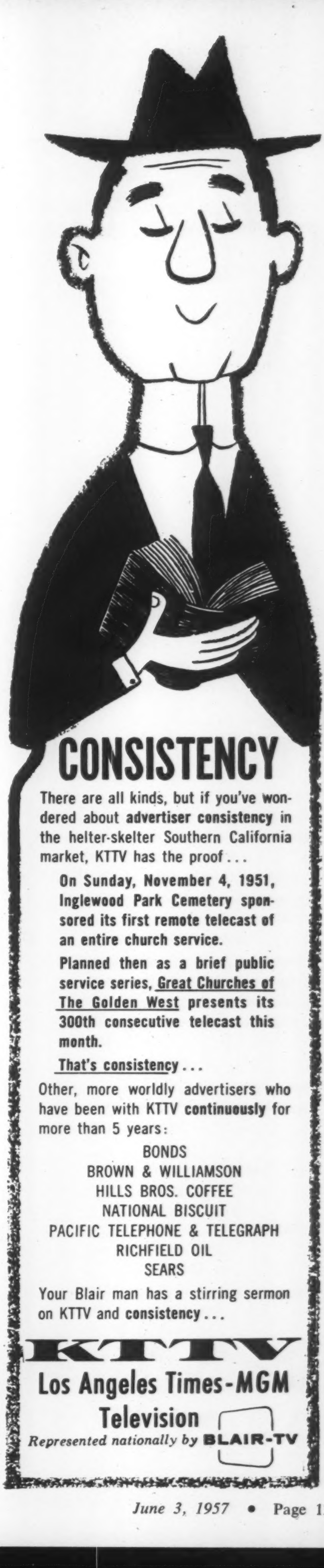
Rogan Jones, President
KVOS-AM-TV Bellingham, Wash.

Capsuled News Appreciated

EDITOR:

Your new THE WEEK IN BRIEF page is sensational. Now it's possible at a glance to see what's cooking on the CLOSED CIRCUIT and DEADLINE pages, and check the details on the matters of interest from THE BRIEF page. More magazines should be so easy to read.

Lawrence H. Rogers II
President
WSAZ-AM-TV Huntington, W. Va.


CONSISTENCY

There are all kinds, but if you've wondered about **advertiser consistency** in the helter-skelter Southern California market, KTTV has the proof . . .

On Sunday, November 4, 1951, Inglewood Park Cemetery sponsored its first remote telecast of an entire church service.

Planned then as a brief public service series, Great Churches of The Golden West presents its 300th consecutive telecast this month.

That's consistency . . .

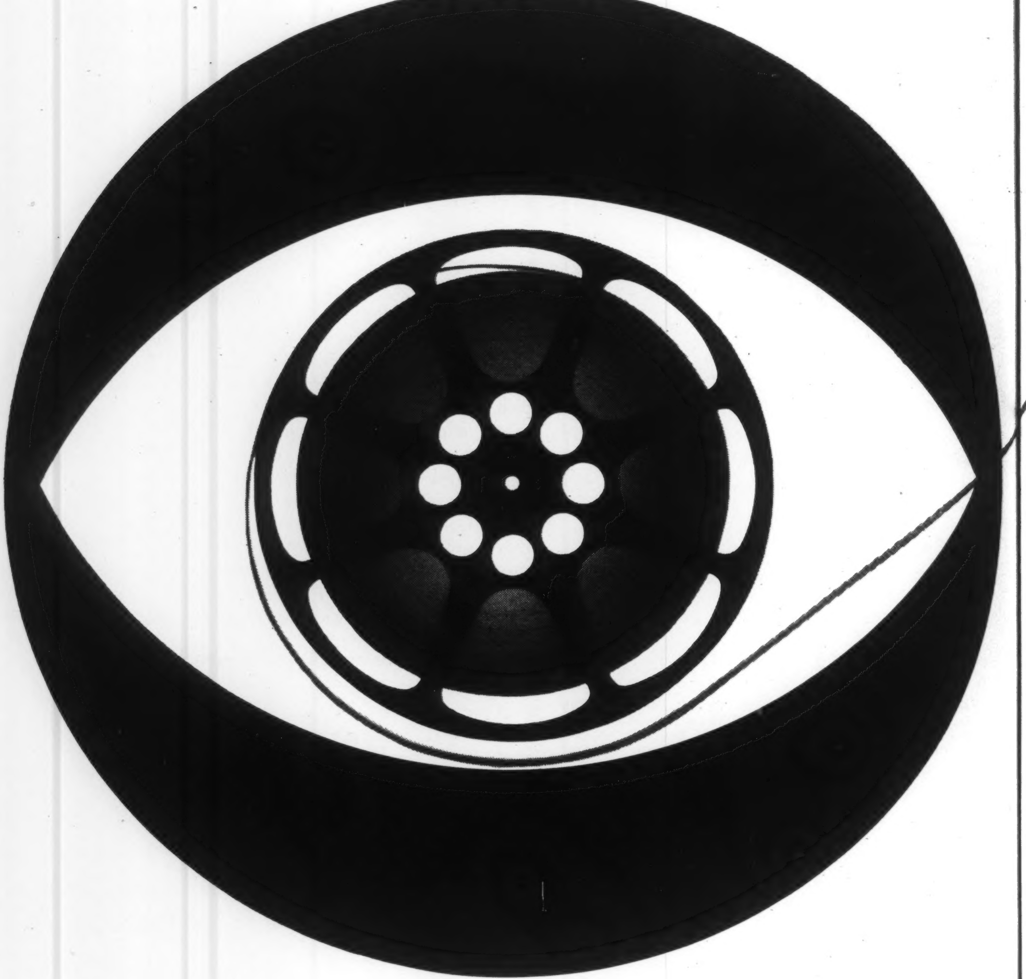
Other, more worldly advertisers who have been with KTTV **continuously** for more than 5 years:

BONDS
BROWN & WILLIAMSON
HILLS BROS. COFFEE
NATIONAL BISCUIT
PACIFIC TELEPHONE & TELEGRAPH
RICHFIELD OIL
SEARS

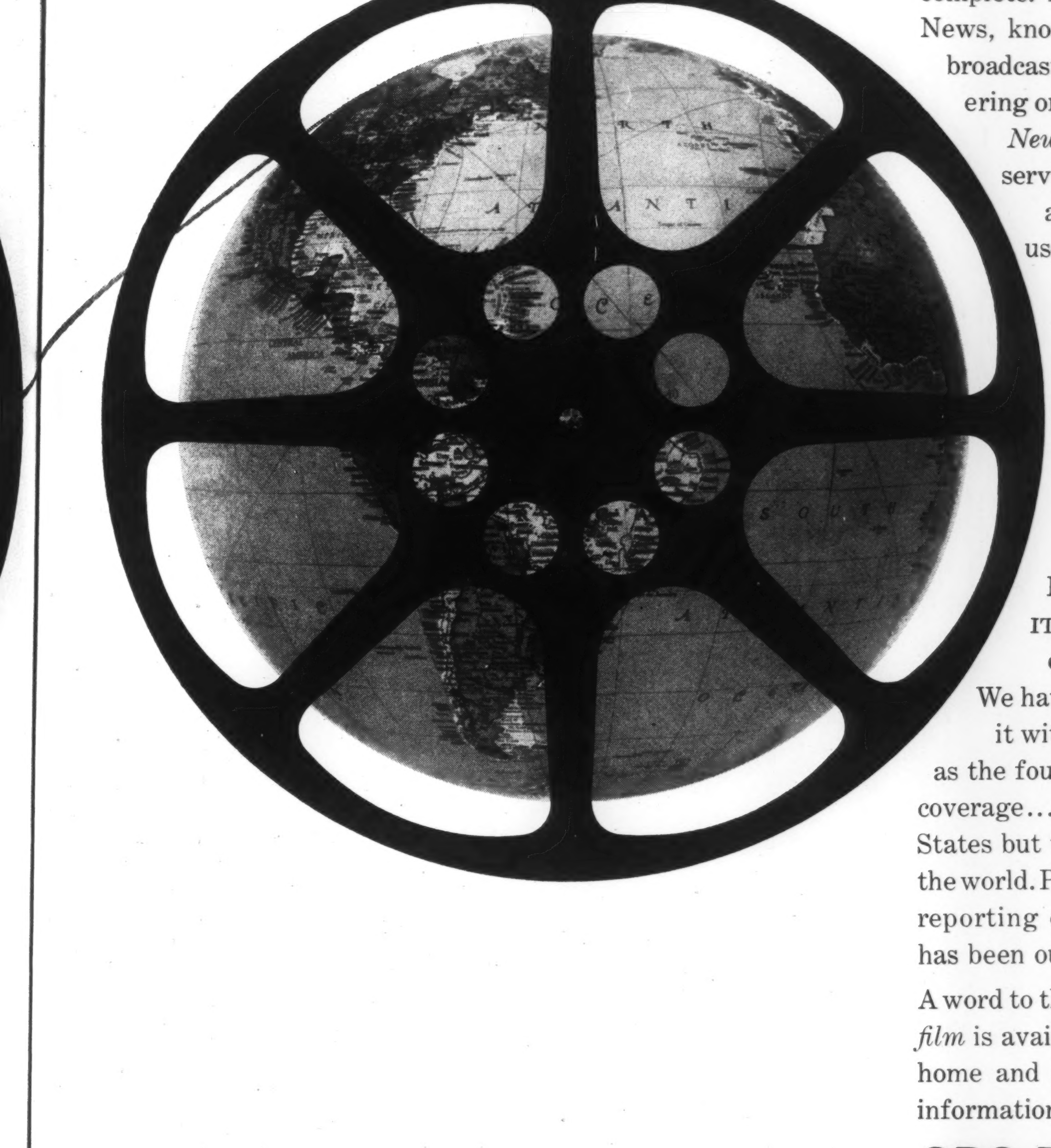
Your Blair man has a stirring sermon on KTTV and **consistency . . .**

KTTV
Los Angeles Times-MGM Television
Represented nationally by BLAIR-TV

Newsfilm tells the world...



Newsfilm is global not only in its coverage of news, but also in its distribution. There are subscriber stations around the world. In England, Denmark, Holland and Luxembourg. In Australia and Japan. In Hawaii and Alaska. In Canada, Cuba, Mexico and Argentina.



There are three basic reasons for *Newsfilm*'s worldwide growth. Its news coverage is fast, professional, complete. It is a product of CBS News, known the world over as broadcasting's finest newsgathering organization. And third, *Newsfilm* is the *only* news service produced especially and exclusively for the use of television stations.

One major subscriber to this service is Independent Television News Limited, the network news service for Great Britain's commercial television system. According to Editor Geoffrey Cox of ITN: "*Newsfilm* has been of immense value to us. We have been able to rely on it with complete confidence as the foundation of our foreign coverage... not only in the United States but throughout the rest of the world. Particularly, *Newsfilm*'s reporting of major happenings has been outstanding."

A word to the worldly-wise: *Newsfilm* is available to *all stations*, at home and abroad. Get complete information from...

CBS TELEVISION FILM SALES, INC.

"... the best film programs for all stations"

67¢

per thousand*

A national soap maker buys a thousand viewers for just 67c on KCRG-TV. (Sure we'll tell you who.)

KCRG-TV

Channel 9—Cedar Rapids—Waterloo, Iowa
ABC-TV for Eastern Iowa
The Cedar Rapids Gazette Station
REPRESENTED NATIONALLY BY WEED TELEVISION.

***Based on February ARB Survey.**

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BROADCASTING
TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION

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444 Madison Ave., Zone 22, PLaza 5-8355

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Annual subscription for 52 weekly issues: **$7.00**. Annual subscription including BROADCASTING Yearbook (53rd issue): **$9.00**, or TELECASTING Yearbook (54th issue): **$9.00**. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: **$11.00**. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53d and 54th issues: **$3.00** per copy.

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, 1735 DeSales St., N.W., Washington 6, D. C. Give both old and new addresses, including postal zone numbers. Post office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

*Reg. U. S. Patent Office

Copyright 1957 by Broadcasting Publications Inc.

Now...Improved VIDICONS

6326
RCA
6326-A
RCA

RCA-6326
*and RCA-6326-A**

with MICRO-MESH
...the RCA
750-Mesh Screen

**New version, constructed without side tip.*

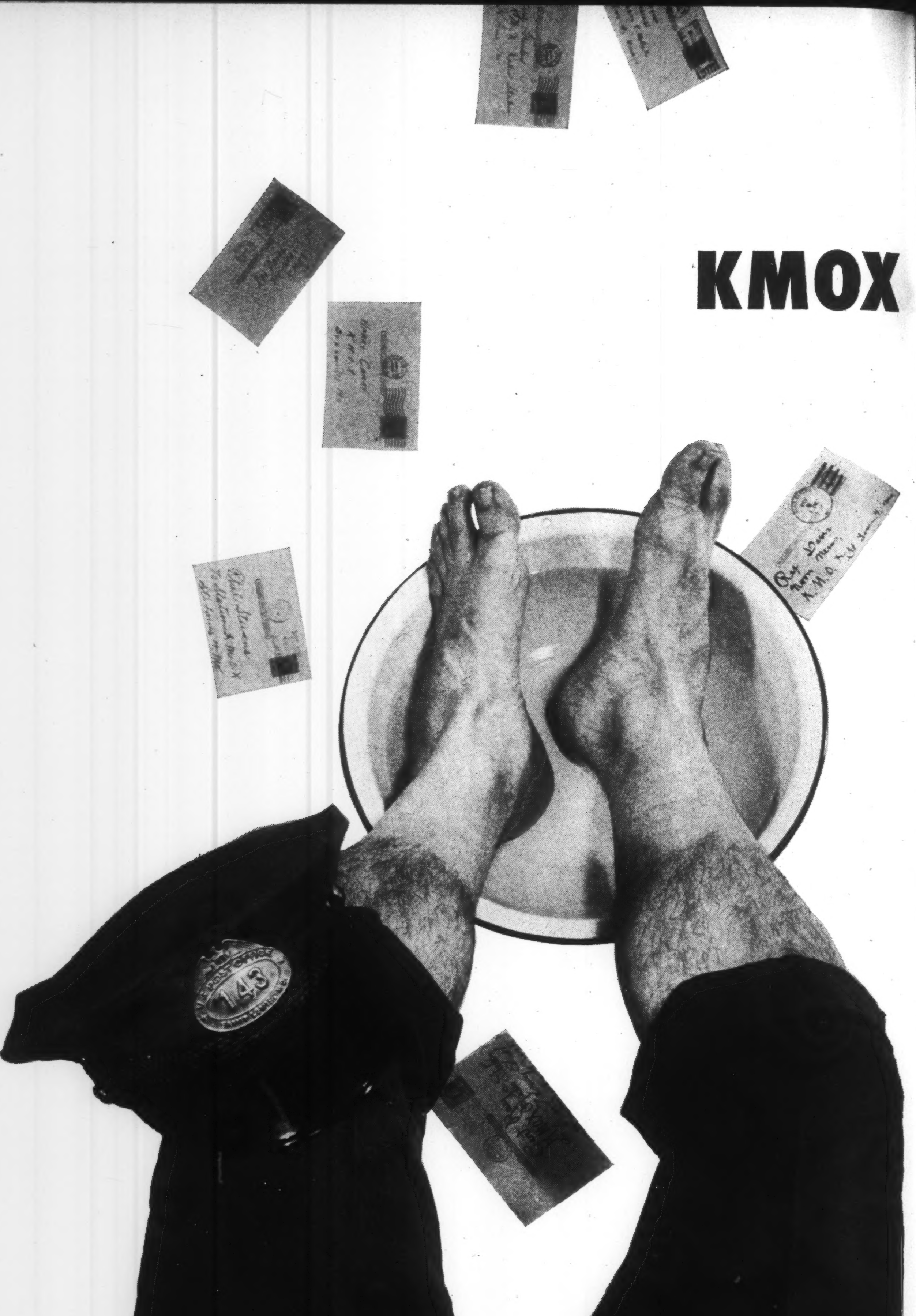
RCA-6326 and RCA-6326-A, designed for use in TV film and slide cameras—both color and black-and-white—now feature MICRO-MESH.

Micro-Mesh substantially improves the picture quality of TV film cameras—even beyond present-day high-quality performance standards. Under continuous development for more than five years at RCA, Micro-Mesh eliminates mesh pattern in black-and-white or color TV *without any need for defocusing.*

Examples of RCA's leadership in the design and manufacture of superior-quality tubes for telecasting, these vidicons are available through your RCA Tube Distributor.

For technical information on these and other RCA camera tubes, write:
RCA Commercial Engineering, Harrison, N. J.

PICK-UP TUBES FOR TELECASTING
RADIO CORPORATION OF AMERICA
Tube Division Harrison, N. J.


KMOX sa

said "write" and they wrote

(419,805 POSTCARDS IN SEVEN DAYS)

"As if we didn't have enough to do, all eighteen of the KMOX local personalities gave away radios on their programs during National Radio Week. These personalities asked listeners to send postcards with their names and addresses. And the mail really rolled in! I hauled 13 mail bags (that's about 90,000 cards) in one day alone! This must be what you advertising guys call "response". I know one thing for sure, when folks in this area hear something on KMOX, they sit up and take notice. I'm sure glad National Radio Week comes only once a year."*

***Record-breaking KMOX response available to advertisers 52 weeks a year.**

The Voice of St. Louis **KMOX**

Represented by CBS Radio Spot Sales

Outrates all syndicated shows!

STAGE 7

SAN FRANCISCO — highest rated syndicated program (22.7, Pulse, 2/57) outrating George Gobel, Gunsmoke, Zane Grey Theatre, Jackie Gleason, Lux Video Theatre, etc.

TWIN CITIES—highest rated syndicated program in Minneapolis-St. Paul (16.0, Pulse, 11/56) outrating Warner Brothers, Father Knows Best, West Point, etc.

Outrates all competition in Atlanta, Indianapolis, Portland, Oregon, etc.

Stage 7's a dramatic anthology which can do a fine-rating, fine-selling job in your market, as it is already doing in more than a hundred others. Better check Stage 7 for your market today. Write, wire or phone collect for availabilities.

tpa

Television Programs of America, Inc.
488 Madison Ave., N. Y. 22 • PLaza 5-2100

FESTIVAL OF MAGIC

SEEING the familiar bag of tricks at close range is enough to restore one's faith in the occult. Magic has seldom been so engrossing as it was during the *Producers' Showcase* festival May 27 on NBC-TV. But this hour-and-a-half could have been tiresome without the careful production that was self-evident.

Such touches as stationing the Englishman Cardini in a stuffy men's club were inspired as was the music that backed up his dry performance. Happily, the masters spoke very little, letting the color camera describe their feats. Nor were the feats confined to prestidigitation, levitation and such. Dancing by Li King Si and his girl assistant was one of the high points in an opulent evening.

Production Costs: $100,000.

Sponsored in color and black-and-white Mon. May 27, 8-9:30 p.m. EDT, by RCA and Whirlpool Corp. (both through Kenyon & Eckhardt) and John Hancock Mutual Life Insurance Co. (through McCann-Erickson.)

Host: Ernie Kovacs; stars: Milbourne Christopher, Sorcar, Harbin, Li King Si, Cardini, Rene Septembre and June Merlin.

Executive producer: Mort Abrahams; associate producer: Leo Davis; director: Charles Dubin; associate director: Dean Whitmore; production supervisor: Shelley Hull; music director: George Bassman; set designer: Otis Riggs; costume supervisor: Robert Fletcher; unit manager: Warren Burmeister; production assistant: Edith Hamlin.

BOOKS

ADVERTISING MEDIA by Lyndon O. Brown, Richard S. Lessler and William M. Weilbacher. Ronald Press Co., New York. 395 pp. $7.50.

THE BOOK is concerned with formulation of marketing strategy for advertising media. A detailed description of individual media is not included, the authors assuming that the reader has a basic familiarity with the physical characteristics of media. The text is arranged in four parts. Part one discusses the relation of advertising media to the marketing process. Part two is devoted to basic media concepts. Part three is concerned with critical factors which affect decision making in advertising media. Part four is an interpretive summary which demonstrates the authors' basic argument that the choice of advertising media must, of necessity, be made at an executive level.

THE HIDDEN PERSUADERS by Vance Packard; 275 pp.; $4; David McKay Co. New York.

IN days of old, when all self-respecting ad men quoted J. Sterling Getschell or Al Lasker, the strategy of advertising was based simply on (a) creating a need, then (b) filling it.

Today, in the corridors of the nation's advertising agencies, the demi-god is Sigmund Freud and the watchword is "id" (the subconscious). The people most concerned with your id and ours are the ones Vance Packard calls "The Hidden Persuaders"—Freudian scholars draped in gray flannel.

The American consumer, once a guy with a buck, now is viewed as a man with a complex. A convertible automobile is no mere piece of machinery, it's symbolic of the mistress he would like to have but can't afford to keep.

In this sometimes frightening yet often-related advertising and "mass-persuasion" amusing study of motivational research and techniques, Mr. Packard, a former *Collier's* editor, has collated enough material on MR in such a way as to leave the reader with little doubt that he's being manipulated through bewildering mental gymnastics. Mr. Packard has taken a big bite and seems to have trouble swallowing all of it. One never quite knows when the author is being straight-faced about the whole thing and when he isn't. Certainly, his chapter headings smack of the irreverent, *e.g.* "The Built-In Sexual Overtone," "Back to the Breast and Beyond," "Babes in Consumerland," etc.

Mr. Packard has chosen to use the reportorial vein, rather than the analytical, in stating the case for and against MR. As such, he is often repetitive and relies somewhat too heavily on the findings of one, medium-sized Chicago advertising agency. Still, he ought to be forgiven; it would take a wise man, indeed, to make heads or tails out of much of MR's psychopompous double talk.

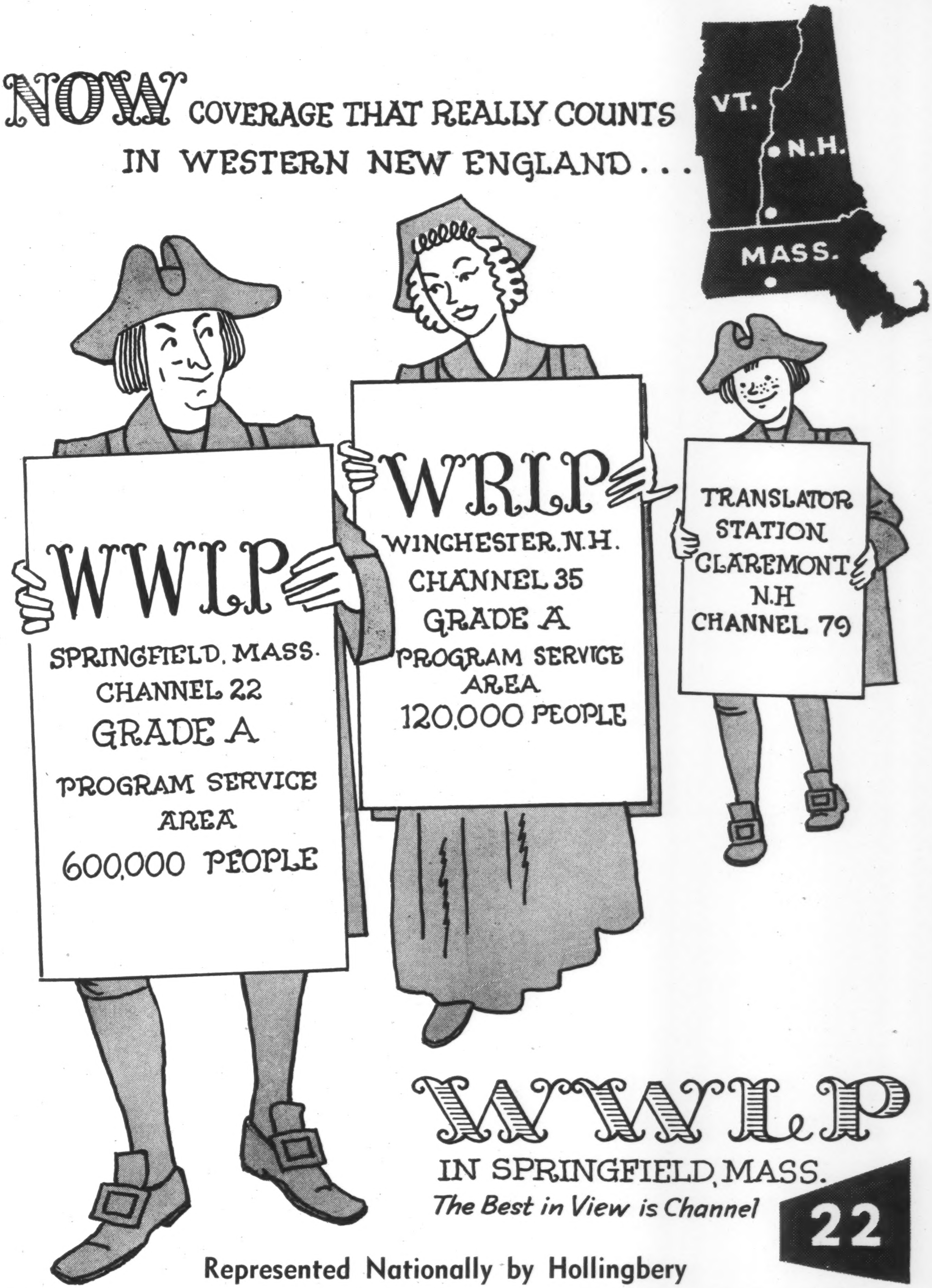
TAKE MY LIFE, by Eddie Cantor, with Jane Kesner Ardmore; 288 pp.; Doubleday & Co., New York; $3.95.

THIS autobiography of Mr. Cantor, "as told to" freelancer Jane Ardmore, and spanning over 40 years of show business, might better have been titled "From Spectacular to Spectacular—From Ziegfeld to Weaver." Mr. Cantor, who describes himself in the Yiddish vernacular as *Schnorrer*, or beggar, has been begging for worthy causes ever since he learned the impact of radio. That was back in 1932 when, as star of the Chase & Sanborn show, he violated an edict by J. Walter Thompson & Co., and stimulated studio audience reaction. (At the time, agencies instructed studio audiences to keep perfectly quiet, lest they disturb performers and the Great Unseen Audience at home.)

Mr. Cantor, so he says, also delivered the first "negative sell" commercial, also for C&S when he told his audience, "Ladies and gentlemen, I do not drink Chase & Sanborn coffee—the people who sponsor this program haven't enough money to make me say I do, because I don't . . ." He added, somewhat later, "But believe me, if I *drank* coffee, I'd drink Chase & Sanborn." Rival coffeemakers waxed ecstatic, but only momentarily. C&S sales soared!

Mr. Cantor talks about a lot of other things: about Ida, his four daughters, the "Mad Russian" (Bert Gordon), Flo Ziegfeld, Jimmy Durante, Prohibition, Irving Berlin and the killing pace of television. The latter topic was underscored several years ago when he suffered a heart attack during a *Comedy Hour* telecast.

NOW COVERAGE THAT REALLY COUNTS IN WESTERN NEW ENGLAND . . .


VT.
N.H.
MASS.
WWLP
SPRINGFIELD, MASS.
CHANNEL 22
GRADE A
PROGRAM SERVICE AREA
600,000 PEOPLE
WRLP
WINCHESTER, N.H.
CHANNEL 35
GRADE A
PROGRAM SERVICE AREA
120,000 PEOPLE
TRANSLATOR STATION
CLAREMONT N.H
CHANNEL 79

WWLP

IN SPRINGFIELD, MASS.

The Best in View is Channel **22**

Represented Nationally by Hollingbery

Another reason why **WTVT** is your best buy in the **Twin Cities of the South!**

31 out of 50 top-rated

WTVT dominates Tampa-St. Petersburg viewing not only with CBS programs, but with local shows, too! WTVT news, sports and weather dominate viewing in their time periods.

Whether your schedule calls for network adjacencies or spot program buys, you get top audience, top results on WTVT!

* *ARB Feb. 1957. WTVT is top station —67% more quarter-hour firsts than the second station!*

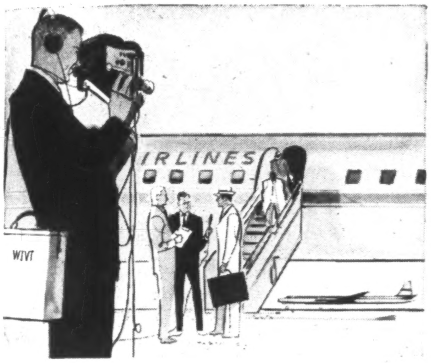
TAMPA - ST. PETERSBURG

Twin Cities of the South, ranks 34th in retail sales among all metropolitan markets, is one of the nation's fastest-growing industrial areas. Among marketing executives, media and time buyers, Tampa-St. Petersburg is a *must* on every market list! (*Sales Management Survey of Buying Power 1957*)

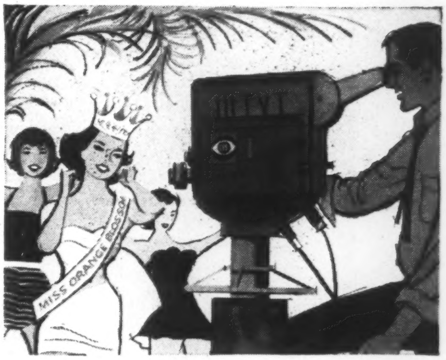
LAKELAND
TAMPA
CLEARWATER
Tampa Bay
ST. PETERSBURG
Gulf of Mexico

WTVT dominates Tampa-St. Petersburg, and delivers bonus coverage of 239 thriving communities!

ed shows are on WTVT*



News – from scene to screen in 30 minutes, with WTVT's modern transistor sound-on-film equipment plus 37 cameramen-correspondents throughout Florida. Super-swift coverage makes WTVT news highest-rated in the market!

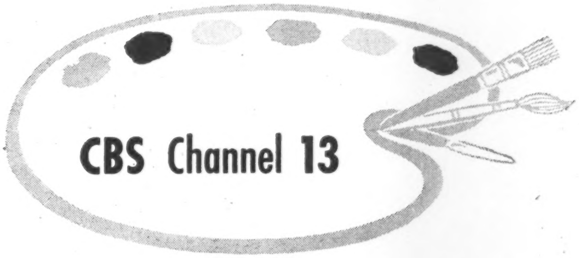


A remote a day was the dizzy pace set by WTVT camera crews during a recent month! Remote programs included network originations of The Garry Moore Show, I've Got a Secret, Let's Take a Trip, plus many local and regional events.

TAMPA - ST. PETERSBURG UPS MARKET RANKING IN EVERY CATEGORY!

	1957 ranking	1956 ranking	Amount
Total Retail Sales	**34**	36	**$786,145,000**
Food Store Sales	**39**	44	**161,983,000**
Automotive Sales	**29**	34	**147,698,000**
General Merchandise Sales	**33**	37	**114,546,000**

(Sales Management Survey of Buying Power, May 1957)



WTVT

TAMPA – ST. PETERSBURG

The **WKY** Television System, Inc.
WKY-TV and **WKY** Oklahoma City
WSFA-TV Montgomery

REPRESENTED BY THE KATZ AGENCY

CASE HISTORY
—HOTELS

Disneyland
Hotel
RESTAURANTS

Disneyland Hotel, adjoining world-famed Disneyland Park, had two problems at the start of 1957:

1. Guests had registered from 40 states and foreign lands, but not enough of them were from Southern California.

2. Superb convention facilities weren't being used sufficiently by clubs and businesses.

Edward L. Koblitz, President of The Edwards Agency Inc., Los Angeles, aimed squarely at both targets with a human-interest radio news commentary late each afternoon on KBIG.

"We sought the medium which would give greatest coverage at most reasonable cost" writes Koblitz. "We wanted to beam heavy into Los Angeles and Orange Counties and along the Coast from San Diego to Santa Barbara. Happily, *Sidelights in the News,* expertly created by your program director Alan Lisser, has proved the magic answer in attracting local clientele to this fine resort hotel.

"To sell our meeting facilities, we stressed 'Make Your Convention a Family Affair', devoting entire commercials to businesses who became our customers.

"Our guest list today shows a record number of names from local communities, and business usage has hit an all-time high . . . proof indeed that KBIG really registers throughout all the Southland."

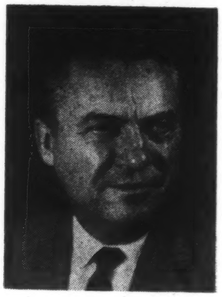
Ask your Weed man for other case histories aplenty to help you evaluate Southern California radio.

KBIG
The Catalina Station
10,000 Watts
740 ON YOUR DIAL

JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd,. Los Angeles 28, California
Telephone: HOllywood 3-3205
Nat. Rep. WEED and Company

OUR RESPECTS

to Vernon Dallin



MARCH is a lucky month for Vernon Dallin, new president of the Canadian Assn. of Radio & Television Broadcasters. He was born on March 16, 1907; started his pre-radio jobs in March; started with CFQC Saskatoon, Sask., on March 1, 1935; took his place as a CARTB director in March 1956, and was elected president of CARTB on March 26, 1957.

Vern Dallin has handled every job open at a radio station. When he started 22 years ago at CFQC he was the fourth man on the staff. Everybody had to fill in from salesman to engineer.

As manager of CFQC since 1946 Mr. Dallin has witnessed and met the growth of competition in what until not so many years ago was a one-station city. Now there are two more radio stations at Saskatoon, and CFQC-TV came into being late in 1954. He is assistant manager of CFQC-TV.

The new CARTB prexy feels that radio is just coming into its own. His station being associated with an electrical appliance distribution firm, he knows from day-to-day figures that radio sets cannot be kept in stock, that small transistor sets and all types of portable receivers are in constant demand, that sales of these sets are continuing at a record pace, at least in western Canada. His programming on CFQC is done with the local audience in mind, increasing sales of radio sets. The time bought on the station reflects the results of his policies.

As president of CARTB Mr. Dallin is getting a close look at practically all privately-owned Canadian radio and television stations. He will attend all regional conventions to report on the work of the national association. His wanderings began in April when he attended the Atlantic Assn. of Broadcasters meeting on Canada's east coast. Before the year is over he will have attended meetings of four other regional associations. One of these, the Western Assn. of Broadcasters, he headed as president from 1955-56.

It is quite likely that as CARTB President Vern Dallin will be consulted by Canadian parliamentarians and government officials regarding the establishment of an independent broadcasting tribunal as recommeded by the recent Royal Commission on Broadcasting. The formation of such a board to regulate both private and government-owned radio and television stations has been an aim of the CARTB for many years. Mr. Dallin's experience as a local broadcaster of long standing will be useful to the CARTB when it is consulted by the government on policies and regulations of the new independent Board of Broadcast Governors.

VERN DALLIN was born on a farm at Hirsch, Sask., when that province was only two years old. As a youngster he liked to sing, so much so that at the age of seven he sang for departing troop trains as western Canadians enlisted to take part in World War I. He finished high school and took a four-month course to become a public school teacher. A few weeks before he became 18 he was teaching school, and for the next five years taught at various schools in the province.

Salaries during the depression years were so low young Vern Dallin decided to go to a university. He moved to Montreal for a year to work for a distillery to earn enough money to see him through part of an engineering course at the U. of Saskatchewan at Saskatoon. There he participated in dramatics and met Margaret Murphy, oldest daughter of A. A. Murphy, owner of CFQC. She was studying household science. Some time after Vern graduated as a civil engineer he was offered a job at CFQC and on March 1, 1935, started his radio career. On September 28, 1935, he married the boss' daughter.

Both Vern and Margaret Dallin have carried their university training into radio and television. Vern does all the engineering for CFQC-AM-TV and his wife has been doing a half-hour cooking program since CFQC-TV started.

There are five young Dallins. Howard, the oldest at 19, has been doing part-time announcing on both stations. The other four children, Lorne Gail, 16, Blair, 13, and twins Norman and Leslie, 9, are still going to school, but show signs of stepping into the family business.

As a local broadcaster Vern Dallin keeps busy with local community work. He has been on the Saskatoon High School Board since 1946 with three terms as chairman. He is a past president of the Kiwanis. He is at present the Grand First Principal of the Grand Chapter of Royal Arch Masons of Saskatchewan.

When he isn't busy at the radio and television stations and his community work, Vern plays a good game of golf and conducts square dances, being caller every other week during the winter season for two recognized square dance clubs in Saskatoon.

because DETROIT is Sold on WKMH

. . . so are the Smart TIME BUYERS

Why are Detroiters so sold . . . and so easy to sell . . . on WKMH? Because WKMH gives 'em more of what they want most. It's the KEY STATION for all DETROIT TIGER BASEBALL, night and day, home and away . . . top station for news on the hour and half hour, favorite disc jockeys and sportcasters.

Detroit listeners don't know or care that WKMH is the best dollar buy in the rich Michigan market, but smart time buyers sure do! They know WKMH gives them the lowest cost per thousand of all stations at all hours!

SAVE UP TO 15%

by using two or more of these powerful stations

WKMH	WKMF	WKHM	WSAM
Dearborn-Detroit	Flint, Mich.	Jackson, Mich.	Saginaw, Mich.

USE ALL 4 STATIONS	SAVE 15%
USE ANY 3 STATIONS	SAVE 10%
USE ANY 2 STATIONS	SAVE 5%

WKMH Dearborn Detroit

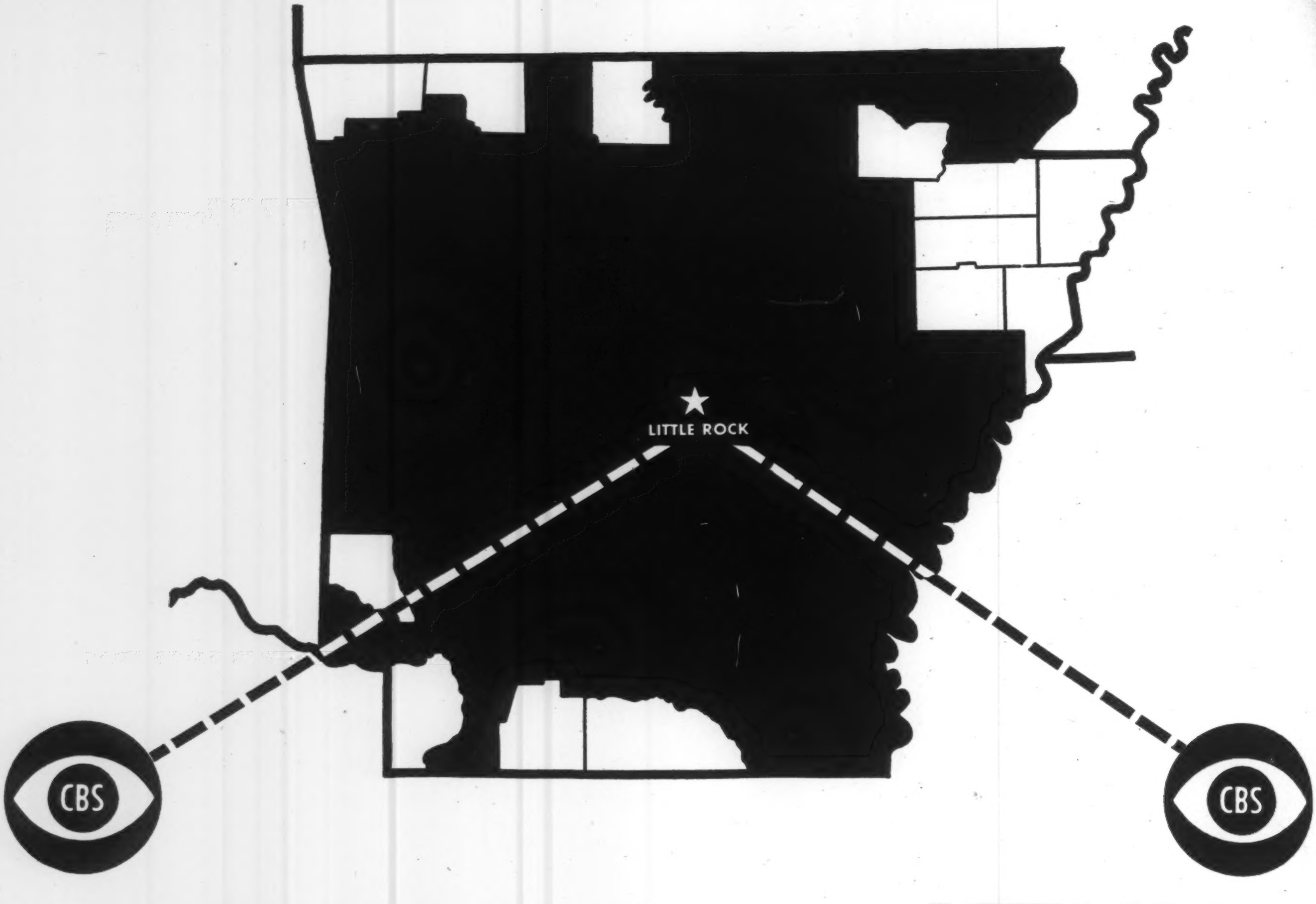
5000 WATTS

FRED A. KNORR, *Pres.* JOHN CARROLL, *Mg. Director*

Represented by Headley-Reed

WKMH
RADIO HUB OF THE MOTOR CITY

KNORR BROADCASTING CORP.



MOST EYES ARE ON KTHV IN ARKANSAS!

KTHV is seen, heard, and gets regular viewing response throughout MOST of Arkansas! Please study the mail map above. Notice that it includes 62 Arkansas counties — notice KTHV's penetration to all six surrounding State borders, with mail actually being received from viewers in Mississippi, Missouri, Oklahoma and Texas!

With 316,000 watts on Channel 11 and with the tallest antenna in the Central South (1756′ above average terrain) KTHV *sells* most of Arkansas.

Your Branham man has all the *big* KTHV facts. Ask him!

CBS **KTHV**

Channel 11
LITTLE ROCK
316,000 Watts

Henry Clay, *Executive Vice President* B. G. Robertson, *General Manager*

AFFILIATED WITH KTHS, LITTLE ROCK AND KWKH, SHREVEPORT

BROADCASTING
TELECASTING

Vol. 52, No. 22 JUNE 3, 1957

AT&T READY TO SERVE WIRED PAY TV

• Bell companies dealing with toll tv in California, Oklahoma
• Skiatron may pipe baseball to homes if Giants, Dodgers move

A MAJOR breakthrough in the economics of wired subscription tv has opened the way for closed-circuit toll tv systems to spring up across the land—without the immense capital investment that up to now was believed necessary to wire up a city.

The new element, which has sparked a surge to participate in wire tv among theatre exhibitors, community television operators and tv station broadcasters, is that AT&T's Bell Telephone companies are prepared to offer common carrier wire facilities to bona-fide pay tv entrepreneurs.

- In San Francisco, Skiatron Corp. (Matty Fox) has made tentative arrangements with Pacific Telephone & Telegraph Co. to feed via telephone lines to individual subscribers the baseball games of the Brooklyn Dodgers and New York Giants if the ball clubs are moved to Los Angeles and San Francisco respectively.
- In Bartlesville, Okla., Southwestern Bell Telephone Co. has contracted to provide the lines to feed a five-channel toll tv system to individual homes.

The Skiatron situation came to light following the mounting talk that the two National League baseball clubs would move.

Mr. Fox, it was learned, holds the closed-circuit tv rights to the Dodgers' games, for which, it is understood, he has agreed to pay $2 million per year.

The agreement with Pacific Telephone was acknowledged by Mark Sullivan, president of the Pacific coast Bell company. He stated that there have been discussions with Skiatron's west coast office regarding the use of circuits to feed the baseball games to homes.

"We have been working with Skiatron to find out the initial number of lines they're going to want," Mr. Sullivan said. "I think the plan is just to have a coast circuit at first and later to work back east by hooking onto trunk coaxial lines."

The cost, Mr. Sullivan said, would not be prohibitive. He added: "The initial cost of installation will be paid by each subscriber."

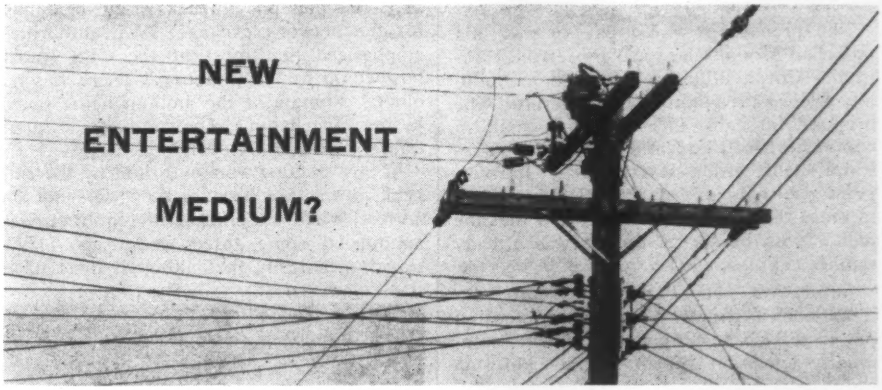
"While our interest is merely to provide the facilities," Mr. Sullivan continued, "I think arrangements that could be mutually satisfactory can be worked out."

In New York, an AT&T spokesman said: "This is our job, to provide circuits. Of course each situation will depend on individual circumstances, but in our view this is closed-circuit tv."

Mr. Fox's Skiatron Corp. holds the rights to the Subscriber-Vision system of toll tv developed by Skiatron Electronics & Television Corp., New York. This system envisions the use of coded, punch cards as a means of payment.

The fact that Southwestern Bell Telephone Co. actually is wiring up the oil-rich, northeastern Oklahoma Osage grasslands city, 63 miles north of Tulsa, was confirmed last week. Bartlesville (pop., 20,000) is the headquarters of the giant, worldwide Phillips Petroleum Co.

Only four weeks ago [B•T, May 20], it was announced in a carefully worded statement that Video Independent Theatres Inc., had signed an agreement with Southwestern Bell to wire up Bartlesville, after which the telephone company would take over and maintain the lines. Video subsidiary, Vumore Co., would tap out lines from cables to subscribers, it was explained, and service them.



Last week it was learned the agreement between Southwestern Bell and Video Independent actually is a contract by which the theatre company was hired by the telephone company to install 38 miles of coaxial cable lines in Bartlesville. The amount the telephone company is paying Video Independent's Vumore Co. for this job was not disclosed. Upon completion of the construction job, the lines are to be leased to Vumore Co. for its pay tv project.

In essence, the Bell company is putting in the lines on its own, and leasing them to the subscription tv entrepreneurs—as it would to any customer asking wire circuits. The charge is understood to be in the neighborhood of $1,000 per mile per month.

The AT&T acknowledgment of the Bartlesville agreement was couched in careful language, but the import was plain: Bell System companies, all autonomous in their own regions, are ready to sit down and talk business with qualified cable theatre proponents.

Although not discussed in detail, it was presumed that some arrangement for long-term amortization of the telephone companies' heavy investment in stringing coaxial cable throughout a prospective community would be involved in any contract with a Bell company.

During the past six months a number of potential wired cable theatre companies have filed petitions with city councils for franchises to string cables on local utility poles. Included among these are theatre exhibitors, community tv systems and several tv stations. One of the tv stations is KRLD-TV Dallas, Tex. [B•T, April 8].

In Bartlesville, Video Independent has publicly committed itself to spend $300,000 on the project. This includes $30,000 to remodel one of Video Independent's three local theatres, and $40,000 for tv film equipment.

The Bartlesville program is expected to start in late July or early August. The cable construction is due to be completed in about six weeks.

Video Independent Theatres owns a chain of 150 conventional and 60 drive-in theatres in Oklahoma, Texas and New Mexico. In Bartlesville it also owns two drive-in theatres. Owned by Henry S. Griffing and associates,

CHANNEL HOPPER'S UTOPIA

THE "entertainment package" which Video Independent Theatres Inc. is scheduled to offer tv viewers in Bartlesville, Okla. [B•T, Feb. 18], is a five-point program, according to Larry Boggs, who heads up the theatre chain's television operations.

Each subscriber will be offered a five-channel service, Mr. Boggs explained last week, at a charge of $9.50 per month. This will include a first run feature film on ch. 1; a feature film rerun on ch. 2; a music and news program on ch. 3; a background music service on ch. 4, and a live video presentation (either local or national) on ch. 5.

Video Independent has a 12.5% interest in ch. 9, CBS-affiliated, KWTV (TV) Oklahoma City, and holds permits for ch. 9 KSPS (TV) Hot Springs, Ark., and ch. 2 KVIT (TV) Sante Fe, N. M.

Vumore Co. is the community television system arm of Video Independent. It owns and operates antenna systems in Ardmore, Hobart, Altus and Hugo, Okla., and in Wellington and Childress, Tex. Vumore Co. is headed by Larry Boggs, tv chief of Video Independent. Mr. Boggs is a member of the board of governors of the National Community Television Assn.

The premise of wired pay tv was first broached formally last year by Jerrold Electronics Corp., Philadelphia, major community television equipment manufacturer. The proposal for cable theatre tv was made in comments filed by Jerrold in the FCC's subscription television docket case. Jerrold's point was that cable systems already existed in more than 500 communities and that the idea of paying for tv service was already established.

Several years ago, Paramount Pictures' International Telemeter Corp. offered a wired pay-tv service in conjunction with its community television system in the California resort community of Palm Springs, Calif. Feature films were originated in cooperation with a local movie house. The service was abandoned after less than a year's operation.

This point of view was iterated before a meeting of theatre exhibitors earlier this month by Bill Daniels, Denver community tv operator, president of the National Community Tv Assn. The Kansas City meeting was of the Allied Theatre Owners of Missouri and Kansas.

Mr. Daniels called for a "wedding" of antenna cable operators and theatre exhibitors to put over what is known in theatre circles as Tele-Movies. This combination, he stated, "could form the most lucrative and pleasant partnership that has been seen or will be seen in American business." Based on the experience of community tv operators, Mr. Daniels declared, there should be 60% saturation in a three-year period.

FORD DIV. CUTS SPOT RADIO DRIVE

- **CBS Radio gets part**
- **JWT denies cutback large**

CRITICS of CBS Radio's $5.5 million Ford package sale [B•T, May 13, *et seq.*] were chortling "I told you so" last week as the Ford Div. of Ford Motor Co. cut back heavily on its current spot radio campaign.

Officials of J. Walter Thompson Co., agency, acknowledged that the move was made to conserve some money to go into the network package, but denied the cutback was anywhere near the magnitude that first reports indicated.

They said that actually they were canceling about 60% of a campaign currently running on "powerhouse" radio stations in 63 markets. They denied the cancelations applied only on CBS Radio affiliates—another facet of the reports that circulated at first.

They also made clear that another, multi-million-dollar spot campaign on behalf of Ford dealers—as distinguished from the Ford Div.—was not affected at all by the move.

The cancellations on the Ford Div. drive become effective June 21. The Ford package on CBS Radio, consisting of about four and a half hours of programs a week and representing around $5.5 million in gross billing, is slated to start Sept. 2.

While acknowledging that the money saved by the spot cutback would help pay for the network package, JWT authorities emphasized that most of the CBS Radio buy would be "new money." There was no official estimate of the amount being saved by the cancellations. The campaign in question started last October.

If any stations were surprised by the cutback, it was not because they were not on notice. When the Ford-CBS contract was announced some three weeks ago, JWT stated specifically that although most of it involved additional appropriations, some money would be taken from the Ford Div.'s spot radio budget [B•T, May 13].

The sale has been criticized sharply by spot radio spokesmen and also by some CBS Radio affiliates on the ground its eats into early-morning and late-afternoon times that are highly profitable to the stations.

Larry Webb, managing director of Station Representatives Assn., quoted one medium-market CBS Radio affiliate as estimating it would lose $100,000 a year in local and spot advertising in those times alone, aside from any possible losses through cutbacks in Ford spot spending.

Despite public criticism, however, CBS Radio officials last week said clearances still were coming from stations at what they considered a "normal" pace. Since the package doesn't start until September, they said they didn't look for acceptances to come in a great rush. The returns thus far, they asserted, are "quite satisfactory." JWT sources had similar reports.

$7 Million Deal Near For Kellogg, ABC-TV

IN what will amount to an approximately $7 million transaction for time and programming, ABC-TV last Wednesday was on the threshold of closing a package deal with Kellogg Co., Battle Creek, Mich., involving several children's tv programs.

While no official announcement was forthcoming Wednesday, it's understood a verbal order for the multi-program purchase had been completed, although some station clearance problems remained to be resolved. Unofficially, ABC-TV spokesmen described it as the "largest combination multiple daytime-nighttime sales in the network's history."

The purchase involves Kellogg co-spon-

ACTOR Walter Brennan signs for his first regular television series with Sylvania Electric Products Inc. He will star in *The Real McCoys*, described as a family comedy, to premiere Thursday, Oct. 3 at 8:30 p.m. EDT over ABC-TV. At the signing are (l to r) Henry C. L. Johnson, vice president of J. Walter Thompson Co., Sylvania's advertising agency; Terry P. Cunningham, Sylvania director of advertising; Ben O. Holsinger, director of sales promotion; Mr. Brennan, and Bart K. Wickstrum, vice president and director of marketing for Sylvania.

sorship of the ABC-TV 5-5:30 p.m. (EST) strip (save on alternate Wednesdays and Fridays because of a client conflict with General Mills) and alternate weeks of *Circus Boy* (Thurs., 7:30-8 p.m.), which moves from NBC-TV to ABC-TV Sept. 19.

The lineup calls for *Superman* on Mondays, *Wild Bill Hickok* Tuesdays (both are currently running as spot tv properties in major markets), *Sir Lancelot* Wednesdays, *Woody Woodpecker* Thursdays and *Buccaneer* Fridays, it was understood. Kellogg would alternate sponsorship of *Circus Boy* with Mars Inc. (candy makers) as a nighttime property. Kellogg has purchased a fourth of CBS-TV's *Big Record* next fall and has renewed *Name That Tune* on CBS-TV.

One factor involved in the strip negotiations is that major stations currently carrying *Mickey Mouse Club* in the 5-5:30 slot must be cleared. The series will be cut and pushed back to the 5:30-6 slot next fall, with General Mills as sponsor Wednesdays and Fridays. Kellogg agency is Leo Burnett Co.

CAMERA
KINESCOPE

NBC's DEMONSTRATION *of closed-circuit color tv last week was followed by a seminar for some 500 art directors attending the Annual Visual Communications Conference in New York. L to r: Reid Davis, color coordinator for technical operations; Norman Grant, color production director; Burr Smidt, color coordinator, and Edward J. Bennett, scenic and graphic design supervisor, all NBC.*

ART DIRECTORS STUDY VISUAL ADS

- **A highlight: NBC-TV special color tv presentation**
- **Conference discusses theme of visual communications**

ONE picture may not be worth exactly ten thousand words, but it can be mighty persuasive in moving goods.

This was the overall theme of the second annual Visual Communications Conference held in New York last Tuesday and Wednesday as nearly 450 art directors met to discuss—and learn—of new ways to use the visual image in advertising. The two-day meeting was sponsored by the Art Directors Club of New York, which also conducted the 36th annual National Exhibition of Advertising and Editorial Art & Design [B•T, May 20].

Of particular interest to the visiting AD's—who represented not only agencies and networks, but also advertisers, manufacturers and independent art firms—was a two-hour closed-circuit color tv demonstration held by NBC-TV Tuesday afternoon. This two-hour seminar, titled "New Ideas and Techniques in Television," was directed by Norman Grant, NBC associate director of color production. Staged at NBC's Ziegfeld Theatre, the presentation consisted of the following: a film on the use of colors, a specially-staged NBC-TV production titled "Your Electronic Canvas" (which detailed the ingredients going into a color tv production); a live pickup from Hollywood of NBC-TV's *Matinee Theatre;* a demonstration showing how only color tv can help the advertiser "reach the consumer with the full sales impact of his product"; a panel discussion and a question-and-answer period.

In introducing the seminar, Carl Stanton, NBC vice president in charge of color tv coordination, told the visitors that NBC color programs now are available on 142 affiliates, of which 22 are able to originate color shows. He showed that if sold properly, color tv is truly a "miracle." (In Milwaukee last month, Mr. Stanton said, a special "Color Carnival" promotion campaign sparked by RCA was responsible for a 500% increase in color set sales.)

Participating in the panel discussion and the subsequent Q-and-A period were William Boss, RCA color coordination vice president; Mr. Stanton; Hugh Beville, NBC planning vice president; Burr Smidt and Reid Davis, color coordinators; Edward Bennett, manager of design and art at NBC, and Mike Horton, NBC director of information.

This was not the only occasion where RCA and color tv figured in the conference. During the special awards luncheon Monday, RCA Board Chairman David Sarnoff received a special Art Directors Club citation for "vision and leadership" in the development of color tv [AT DEADLINE, May 27]. Also cited for his contribution to art was Young & Rubicam President Sigurd S. Larmon, who expressed "mild amazement" at how far advertising has progressed during the past three decades. Back then, he mused, it was the all-copy advertisement that was hailed for its greatness, e.g., MacManus, John & Adams' "The Penalty of Leadership" for Cadillac. Today, an ad using no copy at all (viz., Ogilvy, Benson & Mather's Hathaway shirt "eyepatch" campaign) can convey almost all there is to say.

But pictures alone don't do the trick, Walter Weir, executive vice president of client service, Donahue & Coe, New York, said in discussing management's role in advertising. He declared that there's more to "image building" than pictures. "Management," he asserted, "must know and at least appreciate if not understand the whole process of visual communications." This includes copy, he said. Copywriters, he went on, must bear in mind the following:

(a) That "people in general seem to think, feel about, react to and evaluate products or business institutions by creating images of them;" (b) that they "cannot 'force' an image of a product or a corporation on a person against that person's better judgment," and (c) that "the most effective way to create a more favorable image of a product or an institution is by making real and tangible improvements in the product or institution itself."

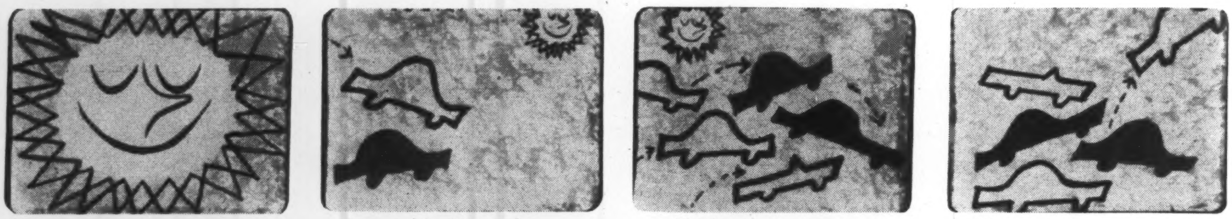
Mr. Weir's remarks were amplified by Walter W. Straley, assistant public relations vice president, American Telephone & Telegraph Co., who said that company spends millions of dollars each year on art that will appear in all media. As to charges that art is debasing itself by going to work for big business, Mr. Straley said business can't afford to misuse art, because the customers judge industry by "what it does for them, not by its success or failure in the profit-making function." He admitted, however, that management still has a lot to learn about using art.

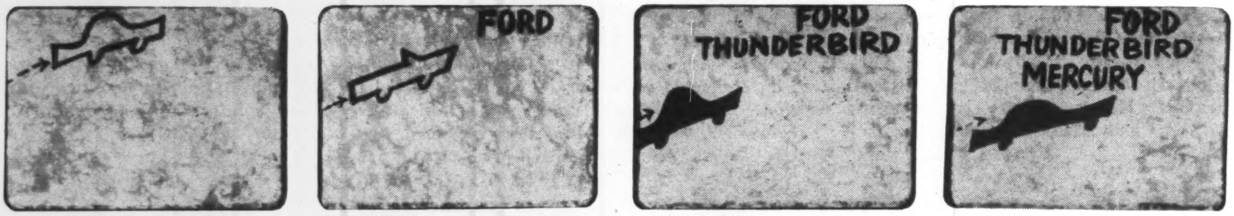
Pierre D. Martineau, research director of the *Chicago Tribune* (WGN-AM-TV Chicago), declared that "it is a fantastic irony . . . that the one area where the influence of non-objective art is the most apparent and is given the freest hand is the last place you'd expect to find it—in industrial advertising." Mr. Martineau, an expert on motivation research, also went along with the thesis of some other speakers: namely, that words often can have a more potent effect than pictures—if used convincingly and imaginatively.

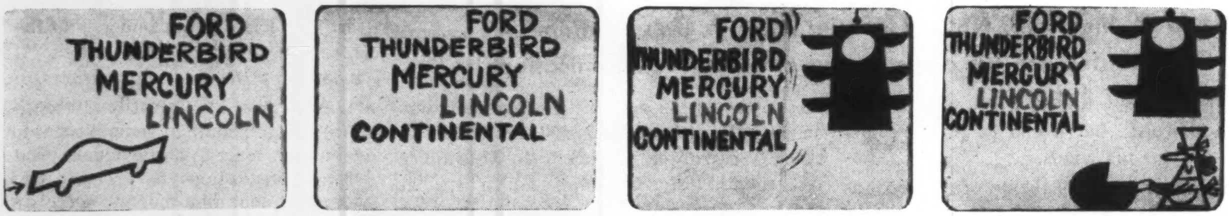
(Mr. Weir had declared earlier in the session that "what we see with the back of our eyes is often more important than what we see in front." He cited the "phenomenally-successful" descriptions of Oldsmobile's motors as "rockets," of Ford's sportscar as "Thunderbird," and contrarywise, of Chevrolet's sportscar, "Corvette." The latter, he said, has its derivation from the Latin word "corbita," meaning "slow sailing vessel." Chevey's Corvette sales lag well behind Thunderbird's.)

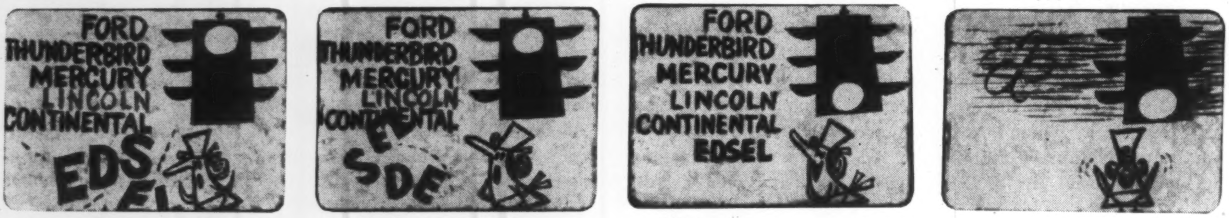
Mr. Martineau said "radio is experiencing a considerable resurgence with the humorous, off-beat commercials" pioneered by tv's "relaxed sell." These, he declared, are successful not because of their words, but because of the way in which "their claims are presented."

The majority of the sessions were affirmative with some moments of laughter. It was not until the end of the convention that a


Oh-h . . . | . . . happy day, happy day . . . | . . . with the great new car . . . | . . . that's coming . . .


FORD
FORD THUNDERBIRD
FORD THUNDERBIRD MERCURY
. . . your way! | There's Ford . . . | . . . Thunderbird . . . | . . . Mercury . . .


FORD THUNDERBIRD MERCURY LINCOLN
FORD THUNDERBIRD MERCURY LINCOLN CONTINENTAL
FORD THUNDERBIRD MERCURY LINCOLN CONTINENTAL
FORD THUNDERBIRD MERCURY LINCOLN CONTINENTAL
. . . Lincoln . . . | . . . and Continental. | And now . . . | . . . oh-h happy day . . .


FORD THUNDERBIRD MERCURY LINCOLN CONTINENTAL EDS EL
FORD THUNDERBIRD MERCURY LINCOLN CONTINENTAL E SDE
FORD THUNDERBIRD MERCURY LINCOLN CONTINENTAL EDSEL
. . . happy day . . . | . . . with the great new . . . | . . . EDSEL . . . | . . . coming your way!

PREVIEW: 'Teasers' for new Edsel get rush treatment at UPA and K&E

IN DEARBORN, Mich., last week, Ford Motor and Edsel Div. executives—including Henry Ford II—got their first look at the initial Edsel tv commercials. The commercials were prepared jointly by Kenyon & Eckhardt, New York, Ford's institutional agency, and UPA Pictures Inc., New York.

The commercials, 10- and 20-second animated film cartoons (the 20-second version is illustrated here) done in UPA's familiar *avant garde* style, are not slated for public exposure until late August, and by that time, K&E hopes to have lined up at least 150 stations and probably more—or "as many stations as we can get," as an agency official phrased it Wednesday. The "teasers" will coincide with a saturation radio spot campaign for the Edsel, and both broadcast drives will have been preceded by print media ads starting in late July.

UPA turned out what it calls "one of the fastest rush orders in our history." Called in by K&E the second week in May, UPA completed the spots May 24, whereupon they were rushed out to Michigan for a quick showing to the client.

In effect, these teasers will serve as the first word the nation's tv viewers will get on Edsel—first word, but not first look. Ford is determined to keep actual pictures of the new car under wraps until the official unveiling in mid-September.

The reason the two commercials are being handled through K&E—and not Edsel's agency, Foote, Cone & Belding, Chicago—is that the teaser campaign is being "sponsored" by the parent company.

Credits for the jingle campaign go to: K&E copywriters Lem Forester and Bob Pasch, K&E Art Director Chauncey Corton and K&E's Mr. Johnson; UPA's Jack Goodford and the musical jingle team of Alan Scott and Keith Textor (Scott-Textor Productions, New York).

pessimistic voice was heard. It belonged to author Vance Packard, whose *The Hidden Persuaders* [see IN REVIEW, page 20]—an attack on motivation or "depth" research and its many "frightening" manifestations—is currently considered controversial on Madison Avenue. Mr. Packard, who appears to have become a popular guest speaker at advertising gatherings (two weeks ago he addressed the Package Research Conference on the evils of MR and the next day talked before an author-meets-the-critics type press conference sponsored by Market Psychology Inc., an MR firm) minced few words.

He told the AD's that "you have become powerful people—almost frighteningly so. I plead that you will use this power wisely and carefully." But he doesn't seem to hold out much hope. Among the questions he raised:

- "What is the morality of manipulating children" before they have reached the age of reason, by exhorting them (through tv) to buy products they really do not need, to use them as means to get at their parents? (He contends that when a tv program personality tells the toddlers to buy X-brand cereal because "if you love me, you'll love it" is nothing short of "capitalizing on emotional appeal."

- "What is the morality of playing on hidden feelings," e.g., anxiety, body consciousness, etc.?

- "What is the morality of encouraging housewives to be impulsive in supermarkets" by "hypnotizing" them through "dazzling packaging" when packages' contents hardly differ?

- "What is the morality of treating voters like consumers . . . selling candidates like tubes of toothpaste . . . packaging 'father' images instead of leaders?"

- "What is the morality of exploiting sexual attitudes for commercial purposes," e.g., the Maidenform bra campaign?

- "What is the morality of trying to sneak past the mind" into the subconscious?

The latter query dealt with the "fascinating . . . and disquieting" technique of persuasion through use of the "subthreshold effect." The idea here, he pointed out, "is to slip sales messages on short bits of film into conventional tv films. The message, perhaps exhorting people to buy your ice cream, goes by so fast that the conscious eye does not see it or hear it. The subconscious eye and ear, however, allegedly do hear it. It is claimed that there have been increases in sales that cannot otherwise be accounted for. People suddenly develop a craving for ice cream and don't know why. But we do."

Other speakers during the two-day meeting included NYADC outgoing President William Buckley, an art director at Benton & Bowles; illustrator Albert Dorne; semanticist Dr. S. I. Hayakawa; McCall Publishing Corp. executive Otis Wiese; *New York Daily News* Managing Editor Robert Shand, and freelance photographer Bert Stern. The entire conference was chaired by William H. Schneider, vice president and plans board chairman, Donahue & Coe, New York.

Impression Counts, Not Number, Says Porter of Commercials, Ads

IT'S not just circulation (number of people exposed to a commercial or advertisement) but the impression on the mind that ought to count in the advertising field.

This was the gist of a talk Tuesday by Arthur Porter, vice president and media director, J. Walter Thompson Co., New York, before the Advertising Club of Des Moines.

Mr. Porter deplored the situation of buyers "plagued with circulation figures of boxcar dimensions" but without comparable information on what the advertiser receives for his money in terms of "penetrating human consciousness." Reflected Mr. Porter: "It's high time that we throw the same ingenuity and enthusiasm into measuring impact values as we have devoted to circulation values."

He asserted that if all advertising were bought only on the basis of getting the largest circulation at the lowest cost, "few magazine spreads or television spectaculars would ever have seen the light of day, and the job of media selection could have been relegated to the calculating machines."

Mr. Porter suggested a number of areas for study, among them:

(1) What kind of indentation do messages delivered through various media make on the human mind? How deeply and for how long are they remembered? Is there a difference in the rate at which they are forgotten? What are the differences in the absorption of ideas through the eye versus the ear?

(2) What does the length of the commercial or advertisement have to do with the strength of the impression?

(3) How many injections must be given to the consumer in a given period of time for effective awareness of product values?

(4) What are the differences in impression due to placement of ads in the front or back of the magazine, or at the beginning or end of the program?

(5) How important is editorial content in adding to the authority of an advertising message?

(6) Are there any differences in kind or depth of impression made by the advertising in national versus local media?

Pharma-Craft Increases Sales, Plans $4 Million Budget in Tv

SALES volume of Pharma-Craft Co. has tripled since 1955, Frank E. Bell, president of the company, announced last Monday at the annual sales meeting at the Sheraton Hotel in New York.

Mr. Bell told the group that "we are embarking upon a great expansion in our advertising. While continuing our schedules in mass printed media and on radio, we are also undertaking a $4 million television campaign. Over a 65-week period, beginning June 23, Pharma-Craft will be a sponsor of the Steve Allen Sunday evening show carried by 143 stations on NBC network."

"In 1955," Mr. Bell explained, "we not only carried a far smaller product line but we had no sales force of our own. Today we have a smoothly functioning force of 33 men; and our sales prospects are such that this force will soon be enlarged."

Mr. Bell attributed the sales rise to product development among other things and pointed out that this year alone the firm had brought out four new products—Fresh Ready roll-on lotion deodorant, Coldene tablets, Coldene nasal spray and Mr. Fresh.

COLORCASTING®

The Next 10 Days
Of Network Color Shows
(All Times EDT)

CBS-TV

Colorcasting canceled for summer.

NBC-TV

June 3-7, 10-12 (1:30-2:30 p.m.) *Club 60*, participating sponsors.

June 3, 4, 6, 7, 10-12 (3-4 p.m.) *Matinee Theatre*, participating sponsors.

June 3, 10 (8-8:30 p.m.) *Adventures of Sir Lancelot*, Whitehall Pharmacal through Ted Bates and Lever Bros. through Sullivan, Stauffer, Colwell & Bayles.

June 3 (9:30-10:30 p.m.) *Robert Montgomery Presents*, S. C. Johnson & Son through Needham, Louis & Brorby and Mennen Co. through Grey Adv.

June 4 (8-9 p.m.) *Washington Square*, Helene Curtis through Earle Ludgin and Royal McBee Corp. through Young & Rubicam.

June 5, 12 (8-8:30 p.m.) *Masquerade Party*, participating sponsors.

June 5, 12 (9-10 p.m.) *Kraft Television Theatre*, Kraft Foods Co. through J. Walter Thompson Co.

June 6 (10-11 p.m.) *Lux Video Theatre*, Lever Bros. through J. Walter Thompson Co.

June 7 (8:30-9 p.m.) *Life of Riley*, Gulf through Young & Rubicam.

June 8 (8-9 p.m.) *Perry Como Show*, participating sponsors.

June 8 (9-10:30 p.m.) *Saturday Color Carnival* (9-10 p.m. *Jerry Lewis Show* and 10-10:30 *The Marriage*), RCA-Whirlpool through Kenyon & Eckhardt and Oldsmobile through D. P. Brother.

June 9 (9-10 p.m.) *Alcoa Hour*, Aluminum Co. of America through Fuller & Smith & Ross.

June 11 (8-8:30 p.m.) *Arthur Murray Party*, Speidel through Norman, Craig & Kummel & Purex through Edward H. Weiss & Co.

QUEST TO DEFINE AGENCY ROLE

DISTRIBUTION of comprehensive questionnaires seeking information on the contribution made by modern advertising agencies and the specific services through which these contributions are made was announced last week by Prof. Albert Frey, professor of marketing, Tuck School of Business Administration, Dartmouth College.

The first questionnaire—to advertising managers of a comprehensive list of companies which use advertising to an important degree—was mailed Monday. Questionnaires to presidents of companies and to presidents of many advertising agencies will be mailed shortly. A fourth questionnaire, Mr. Frey said, will be sent to representatives of advertising media in the near future.

The distribution of the surveys is one phase of the analysis of advertiser-agency-media relationships and compensation methods that Prof. Frey and his associate, Prof. Kenneth Davis, also of the Tuck School, are conducting at the request of Assn. of National Advertisers.

"The information we gather through these questionnaires," Prof. Frey said, "will be of great importance. However, a search for information of this magnitude and complexity cannot be limited to mail questionnaires alone. This is only one phase of a three-part effort involving intensive personal interviewing, a full examination of all the available published authorities and information on the subject, as well as the mail questionnaires."

The analysis of agency services and compensation methods of which the questionnaires are a part initially was announced by ANA at its annual meeting in the fall of 1956. At that time John McLaughlin, vice president of Kraft Foods Co. and chairman of the special ANA committee responsible for the project, pointed out that while it was clear the functions and contributions of agencies today have grown vastly in a relatively few years, no real attempt has been made to determine exactly what agencies are —or are not—called on to do and the effectiveness of these efforts.

Prof. Frey described the objectives and scope of the analysis: "The benefits that should accure to advertisers, to agencies, and to media can be readily inferred when I relate what we intend to have in our report.

"1. We are attempting to describe and analyze the function of advertising agencies in today's marketing system. Advertising's role in the economy has changed to a degree that makes most desirable a good hard look at the responsibilities, contributions and functions of the advertising agency under new conditions.

"2. We are developing specific information on agency organization, policies, services and methods of compensation. We are examining current agency practices with the hope that this compilation of data can lead to a better intregration of advertising agency service into an advertiser's total marketing program.

"3. We are developing information on the structure of the advertising agency industry. We feel that only by a thorough understanding of the characteristics of the agency industry as a whole can top management together with advertising management fully appreciate the problems and functions of an individual agency. . . . We are not studying agencies alone. Obviously one of the most important areas of responsibility is the management of advertising itself; and, of course, the advertising system involves media, too. Our study is concerned with all three.

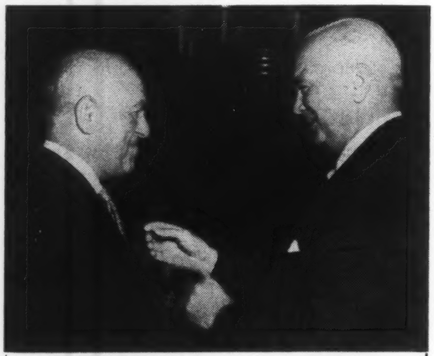
"4. Since we are finding interesting differences in the working relationships among advertisers, agencies and media, we shall describe those that give promise of helping advertisers and the other two groups to work more effectively together.

"5. The attitudes of advertisers, agencies and media toward one another have an influence on the efficiency and productiveness of the working relationships among them. We shall, therefore report on the attitudes of each of the three groups toward the others.

"6. We have not had a single interview, naturally enough, in which the subject of agency compensation hasn't come up. We shall report to ANA members on existing methods of compensation as we find them and on opinions of advertisers, agencies and media toward these methods. We shall report changes in current methods that are suggested."

In commenting on the questionnaires, Prof. Frey conceded that in some respects those addressed to advertising managers and the presidents of advertising agencies would entail some time and effort in answering. But he felt the importance of the subject warranted this special effort.

Prof. Frey said the questionnaires had been "pre-tested" among a limited group of advertisers and agencies. "It is gratifying," he said, "that many in this small but important sample told me they benefited directly by their questionnaire because it drew attention to questions or areas which could stand examination in their own operations."



KENNETH C. ZONSIUS (l), director of advertising of Goodyear Tire & Rubber Co., Akron, gets his 40-year service pin from company President E. J. Thomas. Mr. Zonsius started as a clerk in the Chicago district office and was manager of auto tire sales from 1935 until 1952 when he took his current assignment.

Wisser, Tendrich Promoted In Weiss & Geller Changes

AS part of several organization changes announced last week at Weiss & Geller New York Inc., Lawrence Wisser was appointed senior vice president and creative director of the agency and Max Tendrich, vice president in charge of all media, was promoted to the newly-created post of executive vice president.

Mr. Wisser joins Weiss & Geller from Emil Mogul Inc., New York, where he has been a copy chief since its absorption of Storm & Klein Inc. in January 1956. He had been with Storm & Klein since 1949, serving as vice president and creative director.

MR. GELLER MR. WISSER MR. TENDRICH

Dr. Max A. Geller, president of the agency, also announced that a creative committee has been formed under his chairmanship. Both Messrs. Tendrich and Wisser will serve on the committee.

Continental Baking Moves

NATIONAL headquarters of the Continental Baking Co., including advertising, were to be moved over the weekend from New York's Rockefeller Plaza to a two-story building and connecting research laboratories on a 25-acre tract lying in Rye and Harrison, N. Y., in Westchester County. The headquarters building was built at a cost in excess of $1 million, a company spokesman said. The new building brings together all the research and home office activities, which formerly were scattered throughout the New York area, and as such will be the hub of Continental's operation, which includes 11 regions, 20,000 employes in 86 plants and 333 distribution depots in 39 states. Advertising, market research, sales promotion and other top executive departments will be located on the second floor of the General Office Bldg. there.

Antell Wants Half-hour Film

CHARLES ANTELL Hair Products, Baltimore, is looking for a half-hour film show for network presentation and expects to double its 1957-58 tv budget, it was announced by Paul Venze Assoc., Baltimore, agency for Charles Antell, last week.

Antell reported it was listed as number 14 in top tv spenders and its tv budget ranged between $2.5-3 million in 1956. The firm is continuing its tv spot schedule in 50 markets and its barter arrangements in over top 100 markets with first and second-run half-hours, westerns, features and cartoons.

Get **more** than 45%

(of Iowa's Drug Sales Potential)

WHO gives you Iowa's Metropolitan Areas (45% of Drug Sales)

. . . PLUS THE REMAINDER OF IOWA

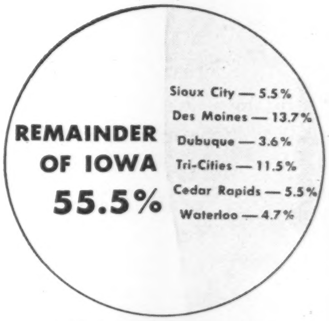
Iowa has six Metropolitan Areas, which, all combined, account for 44.5% of the State's total Drug Sales. The remainder of Iowa does 55.5%!

Quite a number of radio stations can give you high ratings in ONE Metropolitan Area. WHO gives you high coverage in virtually ALL the State's Metropolitan Areas, plus practically the REMAINDER of Iowa, too!

FREE MERCHANDISING!

WHO Radio maintains one of the nation's most comprehensive and *successful* FREE merchandising services in 350 high-volume grocery stores for FOOD advertisers who buy $300 gross time per week; in 250 high-volume drug stores for DRUG advertisers who buy $250 per week. (A $200 Food plan is also available.) Ask us—or PGW—for all the facts!

WHO Radio is part of
Central Broadcasting Company,
which also owns and operates
WHO-TV, Des Moines
WOC-TV, Davenport



IOWA DRUG SALES
1956 Consumer Markets Figures

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc.,
National Representatives

sixth in a series of 12 ads

GEMINI

VERSATILITY • ORIGINALITY

...and twelve months
out of every year
stations under the sign of MEEKER
benefit by:

a.j. associates

VERSATILITY virtually unique in the Rep field. Carefully selected staff with solid backgrounds in every phase of sales and broadcasting ... Ad agencies, newspapers, networks, local station operation, magazines, research organizations and representatives.

ORIGINALITY overcomes many a tough sales problem. We offer stations our original approach to problems of promotion, research, sales and service.

the meeker company, inc.

radio and television station representatives

personalized
selling
of a
limited list

new york chicago san francisco los angeles philadelphia

Plymouth Is Sold On Tv, Says Minor

TELEVISION is expensive, but it produces results that make its use well worth while as an advertising medium, both network and spot, Jack Webb Minor, sales vice president, Plymouth Div. of Chrysler Corp., said Tuesday in a talk before the Los Angeles Advertising Club.

MR. MINOR

The meeting chairman was Bob Dellinger of the Hollywood office of Grant Adv. Inc., Plymouth agency, and president of the Los Angeles Junior Ad Club, on whose behalf he presented 35-year-old Mr. Minor with a plaque calling the recipient the "outstanding young businessman of 1957."

The "prophets of gloom and doom" who now are predicting that tv will price itself out of business are the same ones who 10 years ago were saying that tv was so powerful that it was going to put the other media out of business, Mr. Minor said. He stated emphatically that in his book they are just as wrong now as they were then. Plymouth is sold on tv, but it is also using plenty of newspaper space and radio time, he said, as well as outdoor and other media.

Selling autos by tv is not a matter of spending money for immediate results but a long-term proposition, he commented. A family that began watching the Lawrence Welk show when it first went on the air in July 1955 might have been sold immediately on the virtues of a Dodge by the program's commercials, he hypothesized, but with 15 months of payments still owing on their present car they had to watch and wait until September 1956 before their desire for a Dodge could be realized and the company could profit by its tv advertising.

Ratings, while not perfect, are the best yardstick now available for measuring program audience, Mr. Minor said, but he added that they should not be taken as the sole criterion of a program's success. Ratings aren't infallible," he noted, "it's sales that are really important." The Plymouth people are happy about the fact that their new program, *Date With the Angels*, on its first telecast got the highest rating ever achieved on ABC-TV, he stated, and they expect the program's ratings to go even higher, but "even if the rating goes all the way to the top, if the program doesn't sell cars, we'll be looking for a new show."

RADIO 'SNEAKS UP'

ONE FOURTH of all coffee brand buying decisions are made by men and most coffee advertisers fail to reach them, Radio Advertising Bureau President Kevin Sweeney told the Southern Coffee Roasters Assn. in Chattanooga. "You must trap men into becoming interested in your advertising," he said, explaining, "Radio sneaks up on them (men)—or at least 92% of them—telling your brand story before they know they're listening." Mr. Sweeney said men are not readers of most types of advertising for food but "some" agencies "persist in advertising formulas which don't cover men at all."

Mr. Minor said that to him the threat of toll tv had been greatly exaggerated. It "will be competitive to free tv, but not fatal," he declared. "Pay-as-you-see tv could be a good thing for free tv by forcing it to produce better programs and better commercials, too," he said, but he expressed grave doubts that the public would turn from free programming as good as it is now getting for other programs for which it would have to pay.

Al Crooks, advertising manager, Certified Grocers of California, was elected president of the Los Angeles Advertising Club for the coming year. Bob Hemmings, partner, Burroughs Direct Mail Adv., was elected first vice president; Bob Sample, vice president, Better Business Bureau, second vice president; Bob Hicks, manager, Southern California Business Extension Bureau, treasurer, and Margaret Erwin, account executive, United Air Lines, secretary.

New directors are Tom O'Connell, director of advertising and publications, Title Insurance & Trust Co.; Harlan Palmer Jr., publisher, *Hollywood Citizen-News;* Ed Lefler, president, The Mailing House.

Pulse to Add Telepulse Data On 40 Individual Tv Markets

PULSE Inc. announced last week that its U. S. Telepulse, which has provided monthly ratings of national network programs for the past two years, and its monthly report on syndicated film programs will carry market-by-market as well as national ratings starting with the May reports.

The reports will be based on and carry individual data on measurements in some 40 markets—23 major markets which will be the same each month, and 17 secondary markets which will vary from month to month. In the course of a year, the new U. S. Telepulse will report on a total of more than 150 markets, according to Dr. Sydney Roslow, director of Pulse.

"With increase in competition for the consumer dollar and the simultaneous increase in advertising costs," Dr. Roslow said, "numerous national advertisers have asked us to devise a rating service covering both the national and local market in one binding." He pointed out that the new service permits an advertiser to see how his program fares in one market as against another, as well as nationally, and thus enables him to take prompt corrective action where that is deemed advisable.

The new U. S. Telepulse will be provided as a bonus to all who subscribe to regular Pulse reports on at least 10 markets. It will not be available for sale as a single unit.

Brylcreem, Lipton Co-sponsor

HAROLD F. RITCHIE Inc. (Brylcreem) and Thomas J. Lipton Inc. (Lipton's tea) will sponsor *Hawkeye and the Last of the Mohicans* over CBC-TV next season beginning Oct. 4. *Hawkeye* claims to be the first half-hour commercial tv film series produced in Canada. It now is on the air in the U. S. in 120 markets. Toronto offices of Atherton & Currier and Young & Rubicam are agencies for Brylcreem and Lipton's tea, respectively. Normandie Productions Ltd. produced the series in cooperation with CBC. Television Programs of America Inc. distributes the series in America.

AFA to Hear Motivation Panel

MOTIVATIONAL research, a popular current topic on Madison Avenue, goes south next week to become one highlight on the agenda of the 53rd annual convention of the Advertising Federation of America at Miami Beach June 9-13. The morning business session June 11 will hear panelists Dr. Ernest Dichter, president, Institute of Motivational Research; Prof. Robert J. Wil-

ACTIVITY — HOW PEOPLE SPEND THEIR TIME

THERE WERE 122,673,000 people in the U. S. over 12 years of age during the week, May 19-25. This is how they spent their time:*

61.2%	(75,076,000)	spent	1,532.8 million hours	WATCHING TELEVISION
54.7%	(67,102,000)	spent	892.5 million hours	LISTENING TO RADIO
78.4%	(96,176,000)	spent	381.4 million hours	READING NEWSPAPERS
27.3%	(33,490,000)	spent	144.5 million hours	READING MAGAZINES
20.1%	(24,657,000)	spent	218.6 million hours	WATCHING MOVIES ON TV
27.0%	(33,135,000)	spent	137.5 million hours	ATTENDING MOVIES

These totals, compiled by Sindlinger & Co., analysts, Ridley Park, Pa., and published exclusively by B•T each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's monthly "activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audience between each specific medium. Copyright 1957 Sindlinger & Co.

* All figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

liams, Columbia U. Psychology Dept., and Dr. Herta Herzog, McCann-Erickson vice president and director of research. Other agenda topics range from outdoor advertising and direct mail to retail advertising, with no specific radio-tv subjects slated. Convention headquarters: Hotel Fontainbleau.

AAAA Appoints Chairman For Nine 1957-58 Committees

CHAIRMEN and vice chairmen for committees of the American Assn. of Advertising Agencies have been announced for 1957-58. Chairmen of six committees of board are appointed from among AAAA directors-at-large. They and their vice chairmen are:

Advertiser relations: chairman, Harry Harding (re-appointment), Young & Rubicam, New York; vice chairman, Richard N. Heath, Leo Burnett Co., Chicago.

Agency Administration: chairman, Bryan Houston (re-appointment), Bryan Houston Inc., New York; vice chairman, Larry Wherry (re-appointment), Wherry, Baker & Tilden, Chicago.

Agency personnel: chairman, Raymond F. Sullivan, Sullivan, Stauffer, Colwell & Bayles, New York; vice chairman, Ray O. Mithun, Campbell-Mithun, Minneapolis.

Government, public and educator relations: chairman, Otto Kleppner, Kleppner Co., New York; vice chairman, Adolph J. Toigo, Lennen & Newell, New York.

Improvement of advertising content: chairman, Edwin Cox, Kenyon & Eckhardt, New York; vice chairman, Robert E. Allen, Fuller & Smith & Ross, New York.

Media relations: chairman, Frank K. White, McCann-Erickson, New York; vice chairman, Norman H. Strouse, J. Walter Thompson Co., New York.

Chairmen and vice chairmen of standing committees include

Broadcast media: chairman, Frank G. Silvernail (re-appointment), BBDO, New York; vice chairman, Jane Daly (re-appointment), Earle Ludgin & Co., Chicago.

International advertising: chairman, Vincent Tutching (re-appointment), McCann-Erickson Corp. (International), New York; vice chairman, W. A. Weaver (re-appointment), Griswold-Eshleman Co., Cleveland.

Research: chairman, Edward Battey, Compton Adv., New York; vice chairman, Peter Langhoff, Young & Rubicam, New York.

Television and radio administration: chairman, John F. Devine (re-appointment), J. Walter Thompson Co., New York; vice chairman, Hildred Sanders, Dan B. Miner Co., Los Angeles.

Ad Center Dedication Set

OFFICIAL dedication ceremonies for the Advertising Center Inc. a year-round center for exhibiting advertising and sales promotion media, materials, services and ideas will be held June 10 at its headquarters at 285 Madison Ave., New York 17. The center is a private business operation that offers more than 3,000 feet of wall space for exhibits in the advertising and sales promotion fields exclusively.

Kellogg's Vanderploeg Dies

WATSON H. VANDERPLOEG, 68, president and general manager of the Kellogg Co., Battle Creek, Mich., died Tuesday in the Battle Creek Sanitarium. He had been in failing health since he suffered a stroke last November.

During his tenure with Kellogg, the company's annual sales rose from $33 million to more than $200 million. Mr. Vanderploeg, whose career started in banking, was vice president of the Harris Trust & Savings Bank of Chicago when W. K. Kellogg, president of the breakfast cereal company, invited him in 1937 to become a Kellogg director. After three quick promotions, Mr. Vanderploeg in 1939 was elected to succeed Mr. Kellogg.

Death Leaves Compton Vacancy

COMPTON ADV., New York, last week had not named a successor to handle the assignments of Ralph R. Hotchkiss, 51, vice president, who died suddenly May 17 of a coronary attack. Mr. Hotchkiss joined Compton in 1955, switching from Maxon Inc., Detroit, where he had devoted most of his time to Gillette tv commercials, producing some 500, including the "Look Sharp" and "How Are Ya Fixed for Blades" jingles. Funeral services were held in New York May 20. Mr. Hotchkiss lived in Westport, Conn. He is survived by his wife Catherine and three sons.

Emil Mogul Promotes Berger

ALFRED PAUL BERGER, copy group head, Emil Mogul Co., New York, has been promoted to copy chief of the agency, it is being announced today (Monday), by Emil Mogul, president. Mr. Berger was a member of the agency's original staff at the time of its founding in 1940. Between 1944 and 1954, he headed his own advertising agency, Alfred Paul Berger Co., then rejoined Mogul. Mr. Berger reports to Myron A. Mahler, creative director for broadcast media, as well as to Seth D. Tobias, vice president and print media creative director.

NETWORK BUYS

Chesebrough-Ponds Inc. has signed as alternate-week sponsor of *The Bob Cummings Show*, situation comedy series which starts on NBC-TV Sept. 24, 9:30 p.m. EDT. C-P joins R. J. Reynolds Tobacco Co., previously announced as alternate sponsor of series. McCann-Erickson is agency for former.

Borden Co. renews alternate sponsorship of *People's Choice* on NBC-TV (Thurs. 9-

NIELSEN

Radio Report for Two Weeks Ending April 20

Total Audience (Homes-000)*

Evening, Once-a-Week (Average)	**(429)**
1. *Gunsmoke*	1,479
2. *Jack Benny*	1,383
3. *Our Miss Brooks*	1,336
4. *Mitch Miller*	859
5. *FBI in Peace & War*	811
6. *Gangbusters*	763
7. *Monitor News*	763
8. *Cavalcade of Sports*	763
9. *Treasury Agent*	716
10. *Telephone Hour*	620
Evening, Multi-Weekly (Average)	**(620)**
1. *News of the World*	1,288
2. *One Man's Family*	1,288
3. *Lowell Thomas*	1,193
Weekday (Average)	**(1,002)**
1. *Ma Perkins* (2nd Half)	1,813
2. *Helen Trent* (2nd Half)	1,717
3. *Ma Perkins* (1st Half)	1,670
4. *Young Dr. Malone* (2nd Half)	1,574
5. *House Party*	1,574
6. *2nd Mrs. Burton*	1,574
7. *Helen Trent* (1st Half)	1,574
8. *Ma Perkins* (2nd Half)	1,574
9. *Our Gal Sunday*	1,574
10. *Nora Drake* (2nd Half)	1,526
Day, Sunday (Average)	**(382)**
1. *Woolworth Hour*	1,240
2. *Johnny Dollar-Lorillard*	1,097
3. *Robert Trout-News*	811
Day, Saturday (Average)	**(620)**
1. *Gunsmoke*	1,193
2. *Galen Drake*	1,097
3. *Allan Jackson-News*	1,097

* Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For a program of less than 15-minute duration, homes listening 1 minute or more are included.

NOTE: Number of homes is based on 47,700,000 the estimated March 1, 1957 total United States radio homes.

Copyright 1957 by A. C. Nielsen Company

Jack Benny (CBS-200): Cowles (M-E) and sustaining, Sun. 7-7:30 p.m.

Cavalcade of Sports (NBC-186): Gillette (Maxon, Fri. 10 p.m.-conclusion.

Galen Drake (CBS-168): participating sponsors, Sat. 10:05-10:50 p.m.

FBI in Peace and War (CBS-183): P. Lorillard (Y&R), Sun. 6:10-6:30 p.m.

Gangbusters (MBS - 500): participating sponsors, Wed. 8 p.m.

Gunsmoke (CBS-202): Liggett & Myers (D-F-S), Sun. 6:30-7 p.m., Sat. 12:30-1 p.m.

Helen Trent (CBS-193): Lever Bros. (K&E), Scott (JWT), Campana (Erwin Wasey), Mon.-Fri. 12:30-12:45 p.m.

House Party (CBS-198): participating sponsors, Mon.-Fri. 3-3:30 p.m.

Allan Jackson-News (CBS-201): General Motors (C-E), Sat. 10 a.m.

Johnny Dollar (CBS-201): P. Lorillard (Y&R), Sun. 5:30 p.m.

Ma Perkins (CBS-198): Lever Bros. (K&E), Scott (JWT) and co-op., Mon.-Fri. 1:15-1:30 p.m.

Mitch Miller (CBS-202): participating sponsors, Sun. 8:05-8:45 p.m.

Monitor News (NBC-186): Liggett & Myers (D-F-S), American Motors (Geyer), Sat. 7 p.m.

News of the World (NBC-186): Carter Products (Bates), Coldene (JWT), Mon.-Fri. 7:30-7:45 p.m.

Nora Drake (CBS-varying with sponsors): Scott (JWT) and participating sponsors, Mon.-Fri. 1-1:15 p.m.

One Man's Family (NBC-186): participating sponsors, Mon.-Fri. 7:45-8 p.m.

Our Gal Sunday (CBS-194): participating sponsors, Mon.-Fri. 12:45-1 p.m.

Our Miss Brooks (CBS - 190): Carter (Bates), Sun. 7:30-8 p.m.

Second Mrs. Burton (CBS-197): Colgate (Lennen & Newell) and co-op., Mon.-Fri. 2:15-2:30 p.m.

Telephone Hour (NBC-186): Bell Telephone (Ayer), Mon. 9-9:30 p.m.

Lowell Thomas (CBS-199): Delco-General Motors (C-E), Mon.-Fri. 6:45 p.m.

Treasury Agent (MBS-492): participating sponsors, Tues. 8-8:25 p.m.

Robert Trout (CBS-193): General Motors (C-E), Sun. 5 p.m.

Woolworth Hour (CBS-198): Woolworth (Lynn Bates), Sun. 1-2 p.m.

Young Dr. Malone (CBS-190): Scott (JWT), Lever (K&E) and co-op., Mon.-Fri. 1:30-1:45 p.m.

9:30 p.m. EDT) for next season, with **American Home Products Food Div.** signing for alternate weeks. Agency for both: Young & Rubicam, N. Y.

P. Lorillard Co. will sponsor rebroadcasts of *The Best of Durante* from the *The Jimmy Durante Show* on CBS-TV, Saturday, 8-8:30 p.m. EDT starting June 29 for 13 weeks. Show is produced by Fawn Productions and will feature star guests. Lennen & Newell, N. Y., is agency.

Royal Typewriter Co., division of Royal McBee Corp., N. Y., to underwrite alternate week of *Sally* on NBC-TV, Sunday, 7:30-8 p.m. Alternate week sponsor is Chemstrand through Doyle Dane Bernbach, N. Y. Agency for Royal is Young & Rubicam, N. Y.

Hallmark Cards, Chicago, will sponsor six *Hallmark Hall of Fame* 90-minute colorcasts on NBC-TV, starting in October, on once a month schedule to be presented on different days. **George Schaefer,** who produced and directed the programs during current season, will handle '57-58 series. Foote, Cone & Belding, Chicago, is agency.

Mars Inc. to sponsor Screen Gems' package, *Circus Boy,* on ABC-TV, Thurs., 7:30-8 p.m. EDT, starting in fall. Placed by Leo Burnett Co., Chicago.

Sleep-Eze Inc., Long Beach, Calif., through Milton Carlson Co., L. A., has renewed participations for 13 weeks in *Panorama Pacific* morning show of CBS Television Pacific Network.

Sealy Mattress Co., Chicago, has signed 52-week contract as sponsor of daily 15-minute news commentaries of William Winter on ABC California Radio Network. Agency: Alvin Wilder Adv. Agency, L. A.

AGENCY APPOINTMENTS

Buitoni Foods Corp., Hackensack, N. J., appoints Stromberger, LaVene, McKenzie, L. A.

Riverview Lines Inc. appoints Bauer & Tripp Inc., Phila., to handle advertising for river cruises and for Riverview Amusement Park at Pennsville, N. J.

Seven-Eleven Stores Inc. appoints Glenn Adv. Inc., Dallas.

Zinsmaster Baking Co., Minneapolis, Minn., appoints BBDO, N. Y.

Toni Co., Chicago, appoints North Adv. Inc., that city, for Twirl (self-neutralizing home permanent for children).

Holiday Coffee Corp., Walpole, Mass., appoints Beauvais, Wenning & Zisto Inc., Lexington, Mass.

Alexander Smith Div. of Mohasco Industries Inc. (rugs, carpets), Amsterdam, N. Y., to Fletcher D. Richards Inc., N. Y.

G. Heileman Brewing Co. (Old Style Lager, special export beers), La Crosse, Wis., appoints Compton Adv. Inc., Chicago.

Shulton Inc., Pharmaceutical Div., appoints Foote, Cone & Belding, N. Y.

DINGELL BLASTS FCC, CHAIRMAN; MOULDER GROUP WILL INVESTIGATE

- **Congressman unhappy about Boston ch. 5 grant**
- **Demands 'immediate' answers to 24 questions**
- **House subcommittee plans September hearings**

A BLISTERING attack on the FCC in general and Chairman George C. McConnaughey, Comr. John Doerfer and the grant of ch. 5 Boston to WHDH-*Boston Herald-Traveler* was loosed last Monday on the floor of the House by Rep. John D. Dingell (D-Mich.), a member of the House Interstate & Foreign Commerce Committee.

Charging that Mr. McConaughey is winding up one of the most "ignominous careers in the history of quasi-judicial regulatory agencies," Rep. Dingell obviously was piqued because the chairman has not answered a list of 24 questions submitted to the FCC March 21. Mr. Dingell, at 30 the youngest member of Congress, followed up his attack in the house with a scathing lettel last Wednesday (see page 38) to the Commission chairman demanding an immediate answer to the questions on newspaper ownership, "quickie" grants, deletions and sales.

Also last Wednesday, Rep. Morgan Moulder (D-Mo.), head of a special Subcommittee on Legislative Oversight of the House Commerce Committee, said that his group will conduct a full-scale investigation of the FCC with special emphasis on the Boston case. Rep. Moulder stated he was "confident that we will make a full investigation of the Boston case."

Mr. Moulder said that a complete staff for his subcommittee will be named early this week. Appointed last week as a consultant to the group was Dr. Walter M. W. Splawn, for 19 years a member of the Interstate Commerce Commission and former president of Texas U.

A September target date for the start of hearings in the FCC matter was set by Rep. Moulder. Other members of his subcommittee are Democrats John Bell Williams (Miss.), Peter F. Mack Jr. (Ill.), John J. Flynt Jr. (Ga.) and John E. Moss (Calif.); Republicans Joseph P. O'Hara (Minn.), Robert Hale (Me.), John W. Heselton (Mass.) and John B. Bennett (Mich.).

The subcommittee was formed April 18 [B•T, April 22] "to examine the execution of the laws by the administrative agencies, administering laws within the legislative jurisdiction of the committee, to see whether or not the law as the Congress intended in its enactment has been and is being carried out or whether it has been and is being repealed or revamped by those who administer it."

Rep. Dingell did not mince words in his attack on Chairman McConnaughey and the FCC grant of ch. 5 to WHDH, owned by the *Herald-Traveler*. The April 25 grant was by a 4-2-1 vote with Comrs. McConnaughey, Doerfer, Lee and Mack favoring WHDH [B•T, April 29].

"The activities of the Commission seem to have become so nauseating to high Administration circles as to prompt a search for a more desirable type of official. . . . But this is hard to believe in view of the pains taken to save Mr. McConnaughey's face as he returns to private life. He has been authorized to state that he leaves of his own volition, that he could have remained, had he chosen to be reappointed," Rep. Dingell told his fellow congressmen.

"I am informed that a Mr. Edward K. Mills of the General Services Administration was considered as a new member of the Commission with a view to having him clean up this most politics-ridden of all regulatory agencies. However, it was reported he was to tidy up these Augean stables without getting the chairmanship and [he] politely turned down the offer.

"The chairmanship is said to be earmarked for Comr. John Doerfer, who has worked closely with Mr. McConnaughey in giving the Commission the reputation it has acquired in the Congress and in the industry. Mr. McConnaughey and Mr. Doerfer have demonstrated a penchant for endearing themselves to the networks and the bigger telecasters—the people, in short, whom the FCC is supposed to regulate.

"I think it is essential that the Congress have the facts on the record of these two men and the way in which they have dragged the Commission down into its present situation. It will certainly be in the interest of the people to expedite the inquiry by the House Commerce Subcommittee [Rep. Moulder's group]" of the FCC, Rep. Dingell said.

He charged that Mr. McConnaughey "is a man who tries to take good care of his friends. . . . The record will show that at one gathering he discussed with the networks and other broadcasters FCC staff investigations of obvious concern to the networks. He placated network fears telling them they need have no anxieties about the investgiation. He had the gall to prejudge a matter in which he might sit as chief judge.

"Mr. McConnaughey also should be brought before the House Commerce Subcommittee to explain favors he has sought from broadcasters who are subject to regulation by his agency and who, in fact, had matters pending before his agency.

"He also should be asked to explain certain decisions of the Commission in which he and three others [presumably Doerfer, Lee, Mack] of the seven-man group have voted together in shocking disregard of policies underlying the award of tv construction licenses, including the infamous decision this past April 25 to award a television license in Boston to an interest controlled by adjudicated monopolists."

The young congressman charged that the *Herald-Traveler* "is controlled by one Sidney Winslow who, together with his company, the United Shoe Machinery Co., have a notorious record of violations of the antitrust laws. The Commission soft-pedalled this flagrant record of the *Herald-Traveler* ownership. Instead, the McConnaughey majority apologetically observed that the practices engaged in by Winslow's company weren't 'predatory'. Nor are the business ethics of the *Herald-Traveler* any better than those of the other Winslow activities."

Mr. Dingell cited another "equally startling development" in the Boston decision which further illustrated the need for a thorough investigation. He charged that the attorney (James McKenna), for losing applicant Massachusetts Bay Telecasters had been compelled to resign by ABC, the principal client of Mr. McKenna. ABC informed the attorney, the congressman said, that if he continued to represent ABC he would have to resign as counsel for Massachusetts Bay in its effort to have the courts overthrow the WHDH grant.

(Mr. McKenna declined to comment on this charge. However, his name was not on a petition filed last week in the U. S. Court of Appeals, Washington, by Massachusetts Bay protesting the grant. Also filing an appeal in the same court last week was a second losing applicant, Greater Boston Tv Corp., which was favored in an initial decision. Both appeals declared that the FCC should have reopened the hearing to take testimony on charges made earlier this year by the *Boston Globe* regarding *Herald-Traveler* monopolistic practices).

Rep. Dingell also hit the grant because it did not follow the Commission's policy against the concentration of mass media. "That the concentration of economic power which will result from this award will be used to crush competition is evident from Winslow's United Shoe Machinery Co. practices and from the monopolistic and predatory practices of Winslow's *Herald-Traveler* newspapers and radio stations.

"It is clear beyond doubt that the decision rendered by the Commission in the Boston proceedings is not honest, impartial or fair. The whole elaborate apparatus of the majority opinion running for 125 pages was, on McConnaughey's instructions, cunningly drafted by Commission personnel to conceal from the public the true considerations which actually motivated the decision. Throughout, the opinion plays up the merits and plays down the shortcomings of the chosen applicant, and conversely, plays down the merits and plays up the shortcomings of its competitors.

"These activities by a government agency in the purported performance of its judicial function are poison in the body politic and ought to be exposed for what they are.

FCC Cases 'Arranged'

"Among attorneys who are practitioners before the present FCC, it is now believed that a case is 'arranged' rather than tried, and the winner is the party with the most political strength. The Boston case happens to be an intraparty fight, with Repubicans fighting Republicans for the most part. But apparently, the winning side had the advantage in the support of the Sec. of Commerce, Sinclair Weeks, who has close ties to Mr. Winslow and other members of his group. This charge against Mr. Weeks was first made some weeks ago and at that time he denied taking any hand whatsoever in the Boston ch. 5 case. A spokesman for the secretary reiterated this stand last week.]

"It is distressing, to me as an attorney, to hear lawyers talking of arranging cases. Such talk is shockingly widespread in Washington, and it behooves us, as lawmakers, to crack down on those regulatory bodies, or officials in those bodies, whose conduct is less than completely proper.

"That is why the Commission should be thoroughly investigated, and insofar as antitrust violators are concerned, the Antitrust Div. of the Dept. of Justice also should be questioned. Thus in the Boston matter, the Asst. Attorney General in charge of the Antitrust Div., Victor R. Hansen, behaved in the most peculiar fashion.

"I submit that Mr. McConnaughey and Mr. McConnaughey and Mr. Hansen should be asked to enlighten the new House Interstate & Foreign Commerce Subcommittee on Administrative Oversight about their joint roles in FCC proceedings with antitrust aspects. [Both Mr. Connaughey and Mr. Hansen were unavailable last week for comment.]

"Here are a few questions that should be posed:

"Why didn't Chairman McConnaughey ask the Justice Dept. about the grave antitrust issues which were raised in the Boston case?

"Why didn't Asst. Attorney General Hansen inform McConnaughey completely about the merit of these antitrust issues?

"Why did Mr. Hansen fail to inform Mr. McConnaughey that the charges against the *Herald-Traveler* were still under investigation?

"Why did Mr. Hansen in an admittedly 'summary' off-hand manner simply kiss off the antitrust implications of this matter in his discussion with McConnaughey?

"Why was Mr. Hansen so reticent about exercising the function of his office as head of the Antitrust Div. of the Dept. of Justice?

"Surely Mr. Connaughey and Mr. Hansen must have known the consequences of the Commission's decision in the RCA-Westinghouse case—the deal whereby RCA acquired Westinghouse's properties in Philadelphia in exchange for the far less desirable RCA-NBC stations in Cleveland, and a cash consideration. This decision, which we can ascribe chiefly to Comr. Doerfer, the writer of the majority opinion, led to grand jury action and an antitrust case which Mr. Hansen's Antitrust Div. is prosecuting in Philadelphia—I hope with more energy than Mr. Hansen has pursued the matter in Boston to date.

"It is possible that Mr. Doerfer's performance in the NBC-Westinghouse deal may be explained by his tours around the country at broadcasters' expense, telling them what wonderful people they are. Having written the decision in the RCA case, he has won something of a reputation in the industry as an advocate for RCA and NBC. Small wonder that elements of the industry look with favor on the prospect of his promotion to chairman of the FCC.

"Comr. Lee also has been equally consistent in ignoring policies of the Commission concerning diversification. He has been utterly apathetic to the fact that applicants with histories of antitrust violations should not be given preference over more desirable applicants. And like Doerfer, Lee has very friendly relations with the networks. For instance, on one occasion, as the House Small Business Committee revealed, Mr. Lee, after becoming a Commissioner, not only relayed secretly to the head of CBS, Commission thinking about a pending case in Chicago, but made it clear that he (Lee) was doing everything possible to advance CBS' cause in that matter.

"Commissioner Mack seems to have been

DINGELL DEMANDS ANSWERS

May 29, 1957

Mr. George C. McConnaughey, Chairman
Federal Communications Commission
Washington 25, D. C.

Dear Mr. McConnaughey:

On March 21 I sent you a list of questions in connection with your appearance before the House Interstate & Foreign Commerce Committee and requested that I have your answers at the earliest possible date. You will recall that because of the lateness of the hour and the fact that there was a quorum call for members of the House it was not possible for the members of the committee to finish questioning you. However, you agreed that you would answer any questions submitted to you with the understanding that your replies were to be made a part of the printed hearings.

On April 10 and May 8 I again wrote you and requested that I have the answers to my questions at once. Over two months has passed since that time and I have not even had the courtesy of a reply to my last letter. You have certainly had more than ample time to answer these questions and I must insist that your replies be forthcoming immediately in order that they may be included in the printed hearings.

I am sending Chairman Harris a copy of this letter and requesting his help in obtaining replies to the questions I have submitted.

There can be no excuse for any further delay in this matter and I shall expect a full reply from you within the next few days.

Sincerely yours,

John D. Dingell
Member of Congress.

REP. DINGELL: BOTH YOUNG, LIBERAL

IT HAS been just a few years since 30-year-old Rep. John D. Dingell (D-Mich.) served on the floor of the House as a page boy. The youngest member of Congress gained his seat as representative for Michigan's 15th District in a special election Dec. 13, 1955, replacing his father, the late John D. Dingell Sr.

REP. DINGELL

The senior Mr. Dingell served as representative of Michigan's 15th District (in Detroit) from its founding in 1932 until his death in September 1955.

The younger Dingell was re-elected for a full term last fall. He is a 1949 graduate of Georgetown U. (Washington) Law School and served as research assistant to U. S. Circuit Judge Theodore Levin in Detroit. Young Mr. Dingell formerly was a member of a Detroit law firm and assistant prosecuting attorney of Wayne County (Detroit).

Considered by his elders to be a liberal in thought and action, Rep. Dingell has, in the words of one of his colleagues, "enthusiasm beyond bounds sometimes." Regarded as a member of Michigan Gov. Mennen Williams' labor-liberal wing of the Democratic Party, Mr. Dingell is a member of the House Interstate & Foreign Commerce Committee and Merchant Marine & Fisheries Committee.

He has found three major areas for his energetic, all-embracing liberalism—opposition to the bill (supported by Rep. Oren Harris [D-Ark.], chairman of the House Commerce Committee on which Rep. Dingell serves) that would exempt gas pipeline companies from Federal Power Commission regulations, health and welfare matters and the FCC.

He is married to the former Helen Patricia Henebry and they have two small children.

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picked for a Democratic place on the Commission solely by reason of his having been an Eisenhower Democrat.

"Through the efforts of Comrs. McConnaughey, Doerfer, Lee and Mack the FCC has become unique in the annals of the Federal Government's independent offices. It has adopted a new philosophy of regulation—to make decisions in favor of those who seem to have the most powerful political muscles. It is a philosophy which is causing dismay and disgust among members of the bar. Even more sinister is the influence of such insidious handling of quasi-judicial responsibilities on the American Way of Life. For appointment to such agencies could in time become something to be desired as a means of gaining ultimate employment and favors from industries subject to their regulations."

He expressed concern over "leaks" at the FCC, pointing out that results of the Commission's vote in Boston were published more than a month before the decision was officially announced. "As a result of this leak, the stock of the *Herald-Traveler* jumped from $16 to $23 a share, allowing a few insiders to make a killing," Rep. Dingell stated. He called for the "most searching congressional scrutiny into the operations" of the FCC.

Rep. Dingell said Wednesday that he became interested in the FCC and the Boston case simply because it is "a terrible situation." No outside pressure was brought upon him to investigate the situation, he stated, and that he was acting purely under his own interests. "I just want the commissioners to do right—to adhere to announced policy of diversification."

The congressman's questions were first submitted to Chairman McConnaughey shortly after the commissioners made an appearance before the House Interstate & Foreign Commerce Committee, headed by Rep. Oren Harris (D-Ark.) last March. The questions, released Wednesday for the first time:

1. To date, how many radio stations in each category—(1) am, (2) fm—and how many television stations—(3) vhf, (4) uhf—were originally licensed to interests which had control of only one medium of communications?

a. How many to interests which also controlled other radio, television or newspaper media?

b. How many controlled two other radio, television or newspaper outlets?

c. Three? d. Four?

Give dates of grants of licenses and names of grantees on b, c, d, above.

2. How many stations in each category were granted originally to newspaper interests? How many to non-newspaper interests? (Non-newspaper interests means situations where no stock was owned by a newspaper, or by one who held or owned more than 10% of any stock in a newspaper.)

3. How many of the above original grants in each category were later transferred to newspaper interests?

4. How many of the above original grants in each category were later transferred to non-newspaper interests?

5. What are the totals to date in each category now owned by newspaper interests and non-newspaper interests, and how many in each of the above eight categories are affiliated with one of the four major networks? How many in each category are affiliated with each of these networks?

6. How many of the existing television stations in each category—(1) vhf, (2) uhf—were granted construction permits, (3) after hearings were held, (4) without hearings, (5) to newspaper interests, (6) to non-newspaper interests; and how many in each of the categories numbered (1), (2), (4), (5) and (6) above were granted "quickie" grants under the following time periods after the application was filed or amended: 24 hours, 48 hours, 72 hours, 4, 5, 6 and 7 days?

7a. Do you consider it proper to grant a permit without prior hearings?

7b. How many of these "quickie" grants in question were objected to by parties who felt they had an interest?

8. How many of these "quickie" grants objected to have been given a hearing to date by the Commission: (1) without recourse to the courts, (2) as a result of a court order; and how many in each category to date did the Commission allow to operate by authority other than a license while the problem was still before the Commission for final consideration? Of these how many in each category had newspaper interests? Also please advise me how many of these "quickie" grants have been upset; (a) by courts, (b) by the Commission.

9. How many to date of the so-called "quickie" tv grants (7 days or less) were to corporations who published the only daily newspapers in the city in which the grant was made, or controlled other media of communication in the area? Please list names and dates, as well as the number of and type of media controlled in each instance.

10. How many of the so-called "quickie" tv grants to date were to newspapers (1) who had competitive regular dailies published in the same city and (2) published newspapers in other parts of the states; (3) who published the only daily newspapers in the same city (4) as well as newspapers in other parts of the same state (5) had one other radio or tv outlet, (6) had two other radio and tv outlets, (7) had three other outlets?

11. How many "quickie" radio and tv grants for construction permits have been made, and how many have been objected to (1) by others claiming to have an interest, (2) by others applying or attempting to apply for these same channels, which have been the subject of Commission hearings, and (3) where the examiner reversed the original FCC "quickie" grant, (4) the examiner sustained the "quickie" grant, (5) the Commission vote sustained the examiner, (6) reversed the examiner, and (7) which of these were grants to newspaper interests?

12. How many commissioners, including commission chairmen, of the Federal Radio Commission as well as the FCC left the Commission to take jobs with (1) networks, (2) other radio and tv stations, (3) newspapers or magazines, and (4) what were the names of the networks, newspapers, magazines or stations? If with a station, did a network own stock in the station?

13. How many radio and tv stations have had their licenses deleted by the FCC? (1) What stations were they? (2) What were the reasons? (3) Did any of them have newspaper interests?

14. Does the Commission have a public file on (1) each radio station, (2) on each network as such (not network-owned)?

15. Does the Commission have a confidential file on (1) each radio station, (2) on each network as such?

16. If so, are complaints filed by the

public or others about programs, operation, etc., against such stations and networks filed in the public or confidential files?

17. Are network affiliation contracts filed in the confidential file or public file?

18. Has the Commission Network Study Group filed a partial report on their investigations of multiple ownership, or of mass media of communication and information control? If so, please make a copy of this report available for the record of this committee.

19. Are there any communities where more than one company share a common tv channel? If so, how many, and where?

20. If there are such operations, does the Commission or do you feel that such operation is in the general public interest?

21. Do you or the Commission feel that, in order to equalize the competitive situation in a community where some owners of radio stations have tv facilities while others in the same competitive area do not, (1) it is within the power of the Commission to make such share-channel grants, (2) it would require new rule making by the Commission to make such grants, (3) it would require legislation by Congress to make such share-channel grants possible?

22. Do you feel that in the event that such share-channel grants are made that two networks should be allowed to affiliate with two or more stations sharing such a common channel while some other existing or proposed tv station in the same area is deprived of a network affiliation?

Baker Presents FCC Views On Bill Affecting Spectrum

APPEARING last week before a Senate subcommittee holding hearings on a proposed bill (S 1856—commonly known as the Airways Modernization Bill), that would make use of the radio spectrum, FCC General Counsel Warren Baker urged that close liaison be established between the Commission and any board established by the bill.

"While we are in accord with the objectives of this bill in developing an adequate electronic device or system, we do believe that it is very important that there be adequate consultation between those persons who will ultimately decide the particular devices which will be used . . . and the FCC . . ." he said. Inasmuch as spectrum space may be required that already is allocated, it would be necessary to have this consultation long before any actual equipment is developed, he said.

He also asked that an amendment be added to make it clear that the intent of the bill is not to take away any existing authority of the FCC. The bill is designed to revamp air safety and traffic control regulations. Mr. Baker said the Commission is very interested in the legislation because, if it is enacted, the electronic devices used to control air traffic will use the radio spectrum.

He expressed the fear that millions of dollars invested in equipment by present users of the radio spectrum might lose these investments if their space is taken over by aviation.

4 FILM FIRMS DEFY FCC; 3 TO REPLY

FOUR tv film companies last week maintained their position of defiance in declining to furnish data requested by the FCC for its television network study. Three other distributor-producers agreed to supply the required information.

A recommendation that action be instituted in Federal District Court to force the recalcitrant distributor-producers to submit the information requested was before the FCC last week. The recommendation was made by FCC Chief Hearing Examiner James D. Cunningham, presiding officer in the hearing.

The seven companies were under subpoena to appear before Examiner Cunningham in Federal Court House, Foley Square, New York. Television Programs of America, Official Films Inc., and Entertainment Productions Inc. made arrangements to supply the information.

On advice of counsel, the subpoena was ignored by John L. Sinn, president of Ziv Television Programs; Ralph Cohn, vice president-general manager of Screen Gems; MCA-TV Ltd., and Charles Miller, president-secretary of Revue Productions, MCA subsidiary.

Mr. Cunningham reported that TPA, Official Films and EPT had signed stipulations saying they would supply all the information asked for by FCC. He granted these companies until June 14 to file the data with the Network Study Committee and adjourned the proceeding on the subpoenas until June 17 at a place to be determined.

The hearing last Monday came after Mr. Cunningham refused to quash subpoenas originally issued April 23 [B•T, May 27]. At Monday's session, counsel for Screen Gems, Ziv Tv, Revue Productions and MCA-TV made a motion to have the hearing adjourned until FCC acted on a petition for review of Mr. Cunningham's decision. They reported they had filed the petition with the Commission May 24. Mr. Cunningham denied the motion.

FCC, through the Network Study Committee, has been investigating network operations since September 1955 under a special congressional appropriation. The position of the tv film companies under subpoena has been that certain questions in a network study questionnaire would compel them to disclose financial information which they consider to be of a confidential nature.

Economic Injury Charge Reiterated by WBAC

PREVIOUS decisions by the U. S. Supreme Court and courts of appeals clearly require the FCC to consider economic injury protests, WBAC Cleveland, Tenn., argued last week before the Court of Appeals in Washington, D. C.

Argument was held before the three-judge court on WBAC's request for a stay of the Commission's March 22 decision reaffirming its grant of a new am (now WCLE) in Cleveland [B•T, March 25]. In that decision, the FCC (by a 5-2 vote) held that it did not have the authority to consider economic protests.

WBAC also claimed the Commission did not decide the case on its true merits and asked that WCLE (which went on the air May 2) be forced to go silent pending a final determination of its protest. WBAC stated that it was a money making operation until WCLE went on the air but has steadily lost money since the day the new station began operating. This will result in a cutback in service, which will not be in the public interest, the appellant said.

The FCC said the question of economic injury is a "substantial" one but with a full briefing, felt that it can convince the court of the soundness of its position in the decision. Congress has said that competition is in the public interest, the Commission claimed, and one small case can not be singled out in an area of free competition.

WBAC's "loss" is the result of higher salaries, increased depreciation allowances and higher interest rates, and not competition from WCLE, the Commission contended.

WCLE said that it has been successful

WHY MR. WYLIE IS GETTING OUT

WHEN a market can't support you, get out.

That is the sentiment expressed by Cole E. Wylie, owner of KLER Lewiston, Idaho. Mr. Wylie, who also owns KREW Sunnyside, Wash., has sold KLER to John H. Matlock and Eugene A. Hamblin, owners of KOZE Lewiston, for $160,000. KLER was founded in May 1953 and went to 5 kw day, 1 kw night on 1300 kc in June 1955. KOZE, founded in 1955, operates with 500 w daytime on 950 kc.

There are too many radio stations in Lewiston, Mr. Wylie explained. "The market cannot support three am radio stations (KLER, KOZE and KRLC; the last operating with 5 kw day, 1 kw night on 1350 kc), one tv station (KLEW-TV; ch. 3 satellite of KIMA-TV Yakima, Wash.) and a daily newspaper (*Lewiston Morning Tribune*) . . . There must be a reduction in the total number of radio stations in this market if Lewiston radio stations are to be operated in the public interest, convenience and necessity."

KLER's losses for the first quarter of 1957, Mr. Wylie disclosed, were more than $5,200. He said KLER also suffered losses in 1956. KOZE, Mr. Wylie stated, showed in 19 months' operation losses and added investments above the initial $28,600 capital investment of more than $12,500. When FCC approves the sale, KOZE owners will take over KLER facilities, using KOZE call, and surrender present KOZE facilities.

THE MIDWEST-EMPIRE STATION

50,000 WATTS

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We're proud, too . . .
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Market is to the *NEW* and *REVITALIZED KFAB*

since beginning operations and that Cleveland can easily support two stations. (According to the 1950 census, the city has a population of 12,605.) It said that it has attracted both new advertisers to radio and many clients who are using both stations.

Harold Cowgill Assumes Duties As FCC Broadcast Bureau Chief

HAROLD C. COWGILL, new chief of the FCC's Broadcast Bureau [AT DEADLINE, May 27], took over post last week. He succeeded Edward F. Kenehan, who resigned two weeks ago.

MR. COWGILL

Veteran government employe, radio attorney and broadcaster, Mr. Cowgill moved over to the leadership of the Broadcast Bureau from head of the Commission's Common Carrier Bureau. He entered government service with the Interstate Commerce Commission in 1929, moved to the FCC in 1935 and resigned in 1944 to join the Washington law firm of Segal, Smith & Hennessey. In 1952, he left Washington to build and operate ch. 17 WTVP (TV), in his home town, Decatur, Ill. He returned to the FCC in 1954.

USIA's Slashed Budget Upped Slightly in Final Hill Action

A MUTILATED U. S. Information Agency budget for fiscal 1958 finally was ready for White House approval last week after the Senate salved some of the information organization's wounds reluctantly by adding $6 million to the $90.2 million it had grudgingly awarded the economy-drive-stricken agency a week earlier. USIA is the parent agency of the Voice of America.

The action followed similar approval by the House after the usual joint conference. The new figure of $96.2 million still compares unfavorably with the $144 million originally requested by the White House, and remains well below the $106 million approved earlier by the House. The Senate's unwillingness to go along with the other body's recommendation was marked by heated floor criticism of USIA practices. One such was the hiring of working newsmen to write feature stories for USIA which prompted charges of a government-kept press.

The final bill included a ban against USIA competition with private news, picture, or film agencies.

FTC Cites Storm Window Ads

THE Federal Trade Commission has charged that "bait" advertising is used on television and in newspapers to sell storm windows by Fidelity Storm Sash Cos., located in Washington, D. C., Maryland and Pennsylvania.

FCC Pay Tv Action Pleases Rep. Harris

REP. OREN HARRIS, the House Commerce Committee chairman who almost single-handedly forced the FCC to pause and consider before authorizing toll tv tests was quietly pleased last week at the FCC's response to his April letter [B•T, April 29, May 27].

At the same time, he told B•T, he would not be fully satisfied until the Commission answered all his questions. The FCC in its response answered only one question, leaving the others unanswered until its call for further information gave it the data necessary to formulate replies.

Comments to the Commission's Notice of Further Hearing are due July 8. After then, the Commission said it would decide whether to authorize tests, or hold further hearings.

"I consider that I have not had a complete reply," the Arkansas Democrat said, "but, in view of the Commission's action there is nothing to do until the additional information comes in."

"Obviously," he continued, "the Commission cannot take further action on this disturbing problem until the answers it requested are forthcoming."

Among the basic issues raised in Mr. Harris' April letter to the FCC was whether it felt it had authority to approve pay tv broadcasting or whether Congressional legislation was needed on the subject.

In its notice two weeks ago, the Commission flatly stated that it had the power to authorize pay tv on broadcast frequencies if it felt it was in the public interest to do so, but at the same time it implied it might want Congress to decide just what to do about classifying the controversial subject as broadcasting, public utility or common carrier.

Meanwhile, the theatre-exhibitor dominated Joint Committee on Toll Tv, in a statement issued last week, took issue with the FCC's assertion that it had the power to authorize pay tv on television broadcast frequencies. Toll tv is a private communication, JCT declared and cannot be considered broadcasting in the sense that term is used in the Communications Act.

And, it was learned, a high level conference took place last Wednesday in Washington among NARTB executives and network Washington officials. As far as could be learned, the Commission's notice was discussed, but no decisions were made. Attending the meeting were Harold Fellows, NARTB president; Frank M. Russell, NBC; Ralph W. Hardy, CBS, and Edgar G. Shelton, ABC.

FCC Grants Two New Tvs In Kansas and Montana

FCC last week granted construction permits for two new tv stations.

KAYS Inc., licensee of KAYS Hays, Kan., was granted ch. 7 in Hays. Estimated construction cost is $183,675, with first year operating cost of $87,300. Ross Beach Sr. is president-50⅔% owner of KAYS Inc. and Robert E. Schmidt is treasurer-general manager-49⅓% owner.

Ch. 5 has been granted to Cascade Broadcasting Co. for Great Falls, Mont. Co-owners Francis N. Laird and his son, Robert R. Laird, estimate construction cost at $23,000. Francis Laird is a local businessman and Robert is an engineer for KVEC-TV San Luis Obispo, Calif.

Court Backs Ch. 12 Award To WFGA-TV Jacksonville

A UNANIMOUS United States Court of Appeals last week supported the FCC's refusal to delay the grant of ch. 12 to what is now WFGA-TV Jacksonville, Fla., in the face of insistence by a losing applicant, a uhf station, that the Commission first resolve a petition for deintermixture.

WJHP-TV Jacksonville (ch. 36) had argued the FCC should stay its grant of ch. 12 until the Commission acted on its petition to deintermix Jacksonville. The Court found that the FCC's final decision in an area where television service was indicated was neither "arbitrary nor capricious."

WJHP-TV's petition for local deintermixture is still pending. It proposed to change an educational station from ch. 12 to uhf, or to give Jacksonville three vhf's, or to delete ch. 12 to make the city predominantly uhf.

Ch. 10 Florida Shift Final

FCC allocations actions last week:

- Authorized assignment of ch. 10 to Tampa-St. Petersburg, Fla., effective July 5.
- Issued notices of proposed rule-making, with comments requested by June 28, to (1) assign ch. 9 to Wausau, Wis., from Iron Mt., Mich., and substituting ch. 8 at Iron Mt. and (2) to assign ch. 6 to either Eureka, Calif., or to Brookings, Ore.

BOXSCORE

STATUS of comparative hearing cases for new tv stations before FCC:

AWAITING FINAL DECISION: 6

(Figures in parentheses indicate dates oral arguments were held.)

Seattle, Wash., ch. 7 (12-17-56); Orlando, Fla., ch. 9 (6-19-56); Buffalo, N. Y., ch. 7 (9-24-56); Biloxi, Miss., ch. 13 (12-18-56); San Francisco-Oakland, Calif., ch. 2 (3-11-57); Ponce, P. R., ch. 7.

AWAITING ORAL ARGUMENT: 6

(Figures in parentheses indicate dates initial decisions were issued.)

Coos Bay, Ore., ch. 16 (7-20-56); Hatfield, Ind.-Owensboro, Ky., ch. 9 (2-18-57); Onondaga-Parma, Mich., ch. 10 (3-7-57); Toledo, Ohio, ch. 11 (3-21-57); Beaumont, Tex., ch. 6 (4-27-57); McKeesport-Pittsburgh, Pa., ch. 4 (4-10-57).

IN HEARING: 4

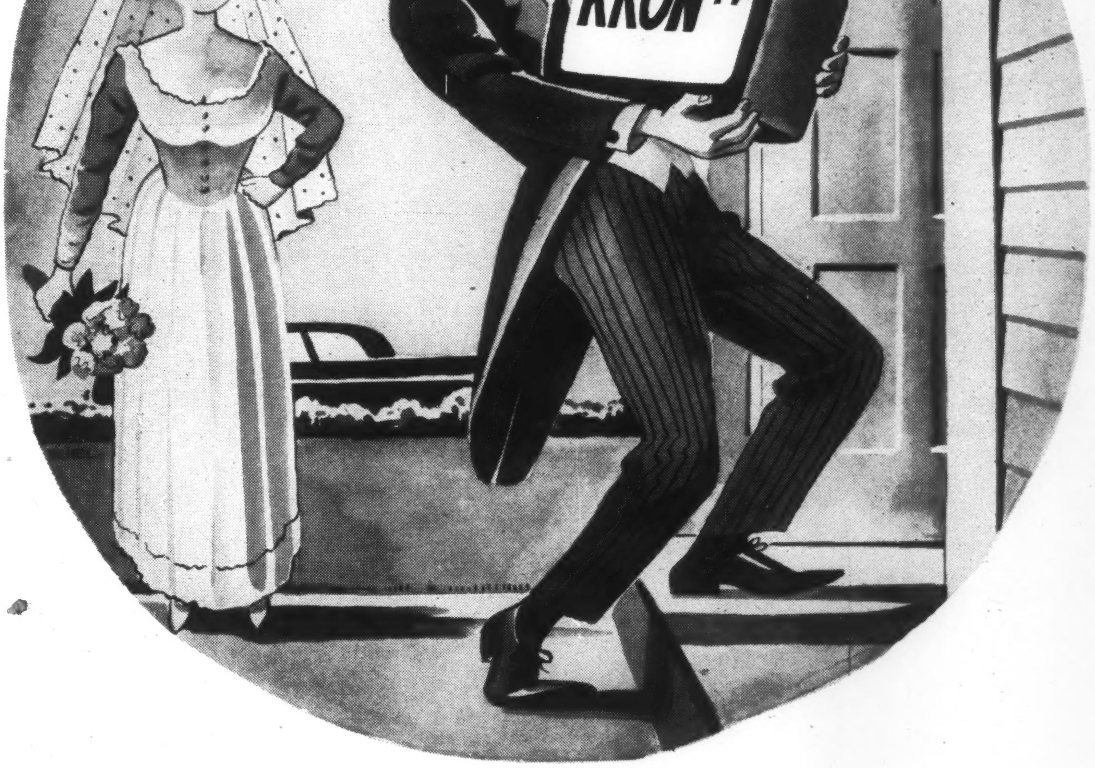
Cheboygan, Mich., ch. 4; Mayaguez, P. R., ch. 3; Lubbock, Tex., ch. 5; Sioux Falls, S. D., ch. 13.

IN COURT: 3

(Appeals from tv grants in U. S. Court of Appeals, Washington.)

Wichita, Kan., ch. 3; Portsmouth, Va., ch. 10; Miami, ch. 10.

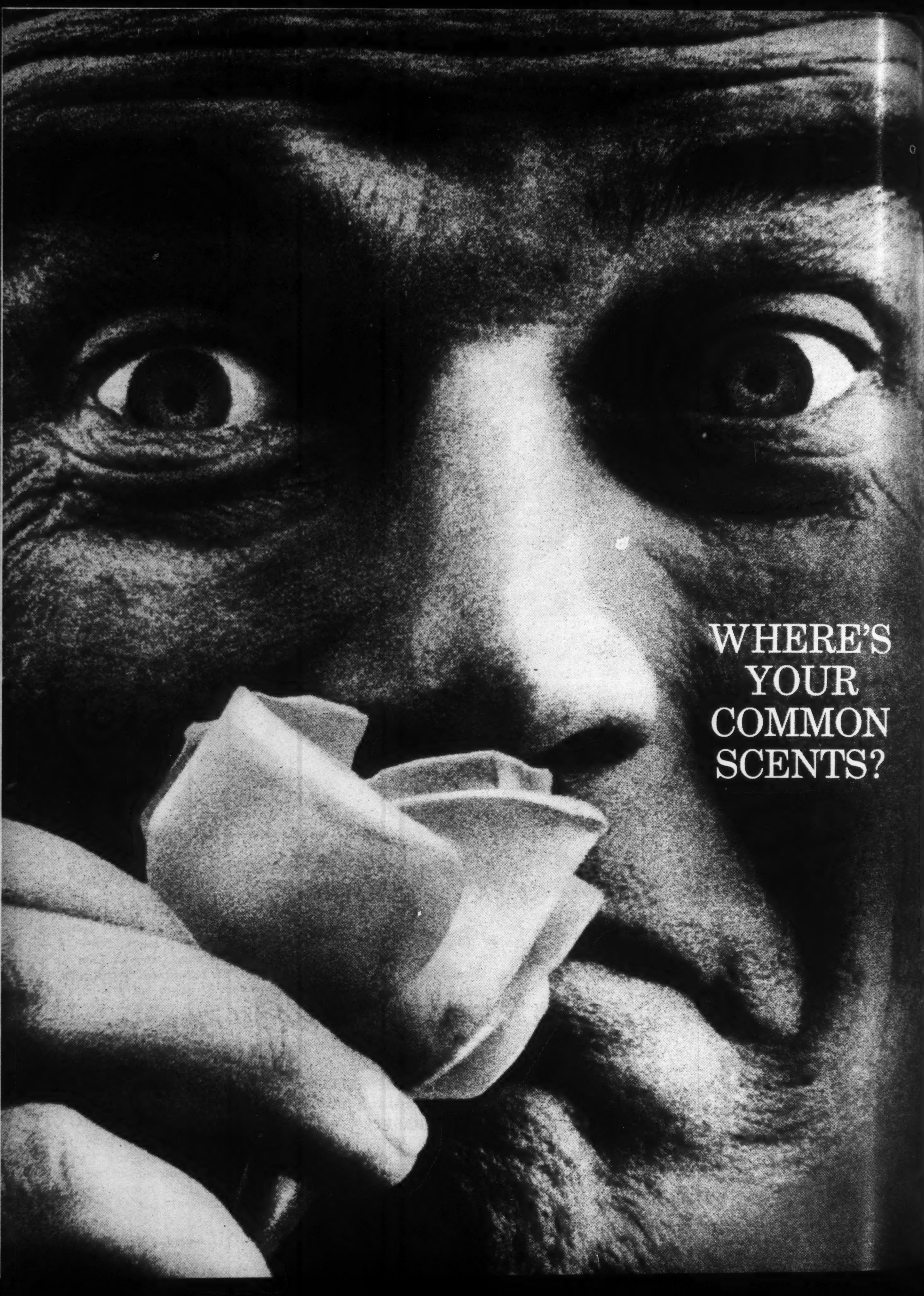
KRON is TV in SF



San Franciscans are sold on KRON-TV

GOLDEN GATE PLAYHOUSE
Mon-Fri 3-5:30 PM
AVAILABLE

S. F. CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD


WHERE'S
YOUR
COMMON
SCENTS?

The human nose is being pushed around! It can't be sure of anything any more. And Science is to blame! Men spend long hours in laboratories, inventing magic formulas for removing the natural odor of things. Others take equal time to devise ways of introducing fragrances and flavors into places where they never existed. A nose for news might detect a trend.

It's got to stop, say we! Let things be as they really are!

We're doing our bit. In "The Silent Service," our syndicated TV film series about the men who man the nation's submarines, we really plumb the depths. We go to extraordinary lengths—on location, in fact—to capture that true briny flavor. Why, you can practically breathe the diesel. The salt spray stings to high heaven. The pitch and roll, the sweat and grime, the sights and sounds and smells—they're all there, all real. And some scientist thinks he's going to filter the breath of reality out of our series? Well, we'll see him inhale first!

And we've got friends, too. CNP, as more and more people are finding out, insists on giving local, regional and spot advertisers first crack at first-class product. But do you suppose for one minute that this is the reason "The Silent Service" has now been bought in more than 100 markets, including 21 of the country's top 25? Nonsense! With "The Silent Service," it's the zesty savor of reality that gets 'em! **NBC TELEVISION FILMS** **a division of**

CALIFORNIA NATIONAL PRODUCTIONS, INC.

ABC RADIO: CUT HOURS, NEW NAME

- **As of now: It's American Broadcasting Network**
- **Ultimately: A programming day of 8 to 9 hours**

UNDER the new leadership of President Robert E. Eastman, ABC Radio is changing more than its programming [B•T, May 27]. It's going to shorten its broadcast day and, effective immediately, it's changing its name, too.

Henceforth it will call itself "the American Broadcasting Network," rather than "the ABC Radio Network."

The shortening of network operating hours was foreshadowed a week ago with Mr. Eastman's announcement that phonograph records and simulcasts would be eliminated. With its two major record shows out, the network will have gone a long way toward completing the cutback that Mr. Eastman has in mind.

On the theory that it's better to program less time with higher quality than to spread quality thin over a longer period of time, he anticipates a schedule which ultimately will total an average of about eight or nine hours of programming per day, Mondays through Fridays (weekends are another and more complicated problem about which Mr. Eastman has not yet reached any firm decisions).

The network currently averages about 11½ hours of programming during a 16-hour day that starts at 8 a.m. and ends at midnight. As Mr. Eastman envisions it, its eventual new schedule will start about 9 a.m. and end at 10 p.m., with probably three solid chunks of non-networking in between. In general, he plans to present no network programs between 11 a.m. and 1 p.m.; 4 and 6 p.m., and after 10 p.m.

Two of these three blocks already contain substantial periods in which there is no network service, and the third, 10-12 midnight, consists solely of a records program (*Mr. I-Magination,* featuring Milton Cross) interspersed with about 40 minutes of newscasts. Another record show, *Man About Music,* takes up 80 minutes of the afternoon time each day. In addition, the present 8-9 a.m. schedule contains 35 minutes of silence, the programming consisting of a quarter-hour co-op newscast at 8 and five-minute newscasts at 8:30 and 8:55.

Mr. Eastman, who moved into his network post a month ago from the executive vice presidency of a station representation firm, John Blair & Co., is making clear that American will not do what virtually all reps charge networks with doing: "invading" station time.

American, he says, intends to stay out of 6-9 a.m. and 4-6 p.m., which are highly profitable station periods, and the same thinking probably figured in his plan to abandon another hour of the midday period. (In another station relations move, Mr. Eastman also has cautioned salesmen not to make any direct comparisons between network radio and spot radio in their presentations to prospects.)

The exact new programs which the network plans to introduce probably will not be determined until after William S. Morgan Jr., formerly of KLIF Dallas, has had a chance to study and make known his own views in his new role of American programming vice president, Mr. Eastman said. Mr. Morgan was to assume his new duties as of last Saturday.

But Mr. Eastman already had served notice that ultimately all American programs will feature "live-talent" personalities. The network therefore is in the market for personalities to join Don McNeill, who already is under contract and who will continue to preside over his long-time feature, *Breakfast Club.*

Coupled with other developments, the network's name change would seem to reflect a desire to dissociate the radio operation from tv as completely as possible. The new nomenclature drops the call letters which are so prominent in ABC-TV's identification, and even before the change was announced, Mr. Eastman had suggested that ABC people, in their correspondence and conversation, substitute "American" for "ABC."

In addition, he has told his salesmen that in approaching advertising prospects they should not offer talent which is associated predominantly with television, if they can possibly avoid it.

The name change—and a new insignia is being prepared to go with it—also coincides more clearly with the corporate name adopted by the radio network when it was established as an autonomous subsidiary of American Broadcasting-Paramount Theatres on May 1. The corporate name is American Broadcasting Co. Radio Networks Inc.

Plans for the name change were disclosed last week in announcement of a new system cue for the network. Effective today (Monday) the new system cue will be: "This is the American Broadcasting Network." In addition, four 10-second special cues have been devised for use on a rotating basis every hour on the hour, immediately following the new system cue. These go:

". . . Only on American—more listeners than any other network each weekday morning."

". . . With best local coverage of the nation's most important markets."

". . . Eight million Americans a week enjoy *Breakfast Club*—lead-off program of the American morning."

". . . American's weekend news is the leading program on radio."

NBC Splits Sports, News, Public Affairs

IN a new alignment, NBC last week set up a special "creative programming unit" for public affairs programs and formed independent news and sports departments. Previously these departments were combined.

Robert E. Kintner, executive vice president for tv programs and sales at NBC, who announced the changes, said in the realignment NBC also intends to give greater emphasis to news and sports.

Henry Salomon, director of *Project 20* and writer-producer of *Victory at Sea,* was named to head the creative unit that will develop "a wide variety of new public in-

TV NETWORK SALES UP IN APRIL

TIME sales of the tv networks at gross rates in April totaled $41,206,913, or 5.7% ahead of the same month a year ago. For the first four months of the year, the networks had totaled $167,747,111 or 7.8% above the 1956 period.

Publishers Information Bureau also reported an 8% gain in April for ABC-TV over the same month in 1956. CBS-TV was up 9.7% and NBC-TV showed only a scant rise of 0.1% in the April comparisons. In comparing the four-month periods CBS-TV was up 11.1%, while ABC-TV gained 2.7% and NBC-TV gained 6.1%.

Based on PIB's data, the *average* monthly gross billing per network for the January-April period can be computed as an indication of a monthly *level* for each of the networks. On this basis, CBS-TV has about $19.5 million, NBC-TV is at the $15.8 million point and ABC-TV rests at the $6.6 million level.

The tables follow:

NETWORK TELEVISION

	April 1957	April 1956	per cent change	Jan.-April 1957	Jan.-April 1956	per cent change
ABC-TV	$ 6,667,427	$ 6,173,992	+8.0	$ 26,407,344	$ 25,722,106	+ 2.7
CBS-TV	19,385,098	17,668,950	+9.7	78,097,833	70,302,742	+11.1
NBC-TV	15,154,388	15,136,596	+0.1	63,241,934	59,632,400	+ 6.1
Total	$41,206,913	$38,979,468	+5.7	$167,747,111	$155,657,248	+ 7.8

1957 NETWORK TELEVISION TOTALS TO DATE

	ABC-TV	**CBS-TV**	**NBC-TV**	Total
January	$ 6,715,581	$20,231,474	$16,554,941	$ 43,501,996
February	6,175,488	18,309,088	14,900,631	39,385,207
March	6,848,848	20,172,173	16,631,974*	43,652,995*
April	6,667,427	19,385,098	15,154,388	41,206,913
Total	$26,407,344	$78,097,833	$63,241,934	$167,747,111

* Revised as of May 28, 1957

OUR APPRECIATION TO

SIGMA DELTA CHI

FOR ITS RECOGNITION OF TELEVISION AS A MATURE INSTRUMENT OF JOURNALISM, AND FOR THE HONOR IT HAS BESTOWED ON KPIX.

THE SIGMA DELTA CHI
ΣΔΧ
AWARD IN JOURNALISM

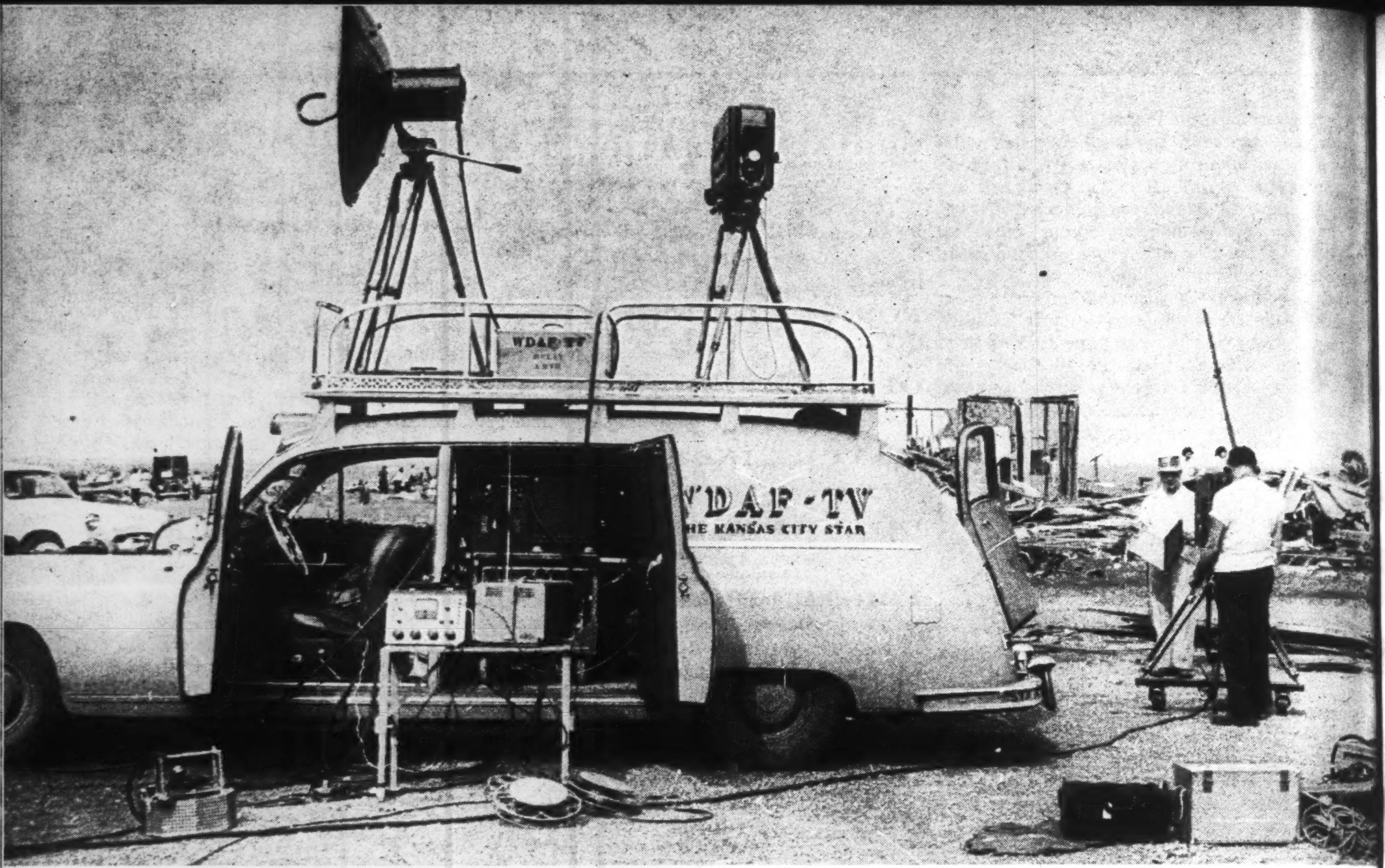
KPIX CHANNEL 5 SAN FRANCISCO CALIFORNIA

WBC WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO — **BOSTON**, WBZ+WBZA; **PITTSBURGH**, KDKA; **CLEVELAND**, KYW; **FORT WAYNE**, WOWO; **CHICAGO**, WIND; **PORTLAND**, KEX

TELEVISION — **BOSTON**, WBZ-TV; **PITTSBURGH**, KDKA-TV; **CLEVELAND**, KYW-TV; **SAN FRANCISCO**, KPIX

KPIX REPRESENTED BY THE KATZ AGENCY, INC.


WDAF-TV
THE KANSAS CITY STAR

WDAF-TV mobile unit—originating the nation's only live TV coverage of Kansas City's tornado.

WDAF-TV Provides Exclusive Live Coverage of

KANSAS CITY'S TORNADO DISASTER!

The FIRST and ONLY LIVE PICTURES from the Storm Scene Were on WDAF-TV—Channel 4

TV and Radio Coverage in the Highest Tradition of Community Service

Here Is the Story of an Extraordinary TV Feat

THIS is the story of WDAF-TV and WDAF radio service to the community in time of crisis.

The first warning Kansas City itself might be hit was on the 6:00 p. m. newscast. The storm was described as moving at 50 m. p. h. An estimate was made that it would reach Kansas City in 90 minutes. WDAF radio's direct lines to the Kansas City Weather Bureau's weather center enabled the station to keep on the storm track by radar. Authorities have stated that WDAF radio's accurate tracking and timing of warnings probably saved hundreds of lives in Spring Hill, Martin City and the Hickman Mills-Ruskin Heights area.

Between 7 p. m. and the time the tornado worked its way through these suburbs, WDAF-TV and WDAF radio ran warning bulletins at frequent intervals.

Once the twister was gone, the real job began. WDAF-TV newsmen were on the scene in minutes. Audio reports were fed direct from the scene on both WDAF and WDAF-TV. When the call for ambulances came, WDAF's remote truck was quickly stripped of its remote equipment and pressed into service as an emergency vehicle.

By midnight the truck had taken approximately 25 persons to hospitals and four doctors to the disaster area.

During the night, the WDAF-TV newsroom became a clearing house for information of every kind. Police, civilian defense and other official agencies turned to the station for help in mobilizing workers.

Both WDAF and WDAF-TV were in constant contact with hospitals. As far as can be determined, WDAF-TV was the only television station with anything resembling an official running "casualty list."

Staff members worked tirelessly to trace missing persons. Many families' members were re-united.

When it was established that a clear video shot could be obtained from Ruskin Heights, the station's exclusive micro-wave mobile unit was rushed to a pre-determined point. Unit and crew arrived at 2 a. m. They were faced with the problem of no lights and no power. Auto headlights were brought into play and work started on a live feed. The station committed itself to a live picture to NBC-TV at 5:00 a. m. At that hour WDAF-TV went on the air to New York with a live picture of the shopping center and residential destruction.

Throughout the day WDAF-TV switched frequently to the mobile unit for one-the-scene reports and pictures.

This special service helped tremendously to cut down the number of spectators clogging roads and impeding rescue work.

Most of WDAF-TV's audio reports were fed to WDAF radio. That much of this service was exclusive and a complete "news beat" is secondary to the fact that assistance was rendered those engaged in saving lives and ministering to the injured.

In a great catastrophe WDAF-TV and WDAF radio lived up to their responsibility to the community they are licensed to serve. This responsibility is being further met with pick-ups from the disaster area, personal interviews with home owners, and programs designed to bring home to the community the extent of the disaster and the need of help for those who suffered injury and damage to their homes and personal possessions.

"ALWAYS KEEP ONE RADIO IN THE HOUSE TURNED ON, AND ALWAYS KEEP IT TUNED TO WDAF—610 ON THE DIAL."

Since the tornado, scores of persons have called the station to say, simply "You saved our lives."

WDAF RADIO NBC **WDAF-TV**

610 KILOCYCLES ***CHANNEL 4***

OWNED AND OPERATED BY THE KANSAS CITY STAR COMPANY terest programs." This operation will report to Manie Sacks, NBC vice president for tv network programs.

The news department will operate under William R. McAndrew, director of news, and the sports department under Thomas S. Gallery, its director.

Davidson Taylor, who continues as vice president for public affairs, also becomes a general program executive in the program department. The *Wide Wide World* and *Omnibus* programs have been transferred from public affairs to the program department and will be supervised by Mr. Taylor as in the past. Barry Wood continues as executive producer of *Wide Wide World* and Robert Saudek Assoc. will be executive producer for *Omnibus*.

The news, public affairs and sports departments will report to Mr. Kintner.

"Under the new alignment," Mr. Kintner explained, "all units concerned with program creation, except for news, sports and certain public affairs projects, will be grouped together in the program department. This will provide more concentrated operation in the creative area.

"I have always had the strong conviction that news in a network operation should be a separate department. We have plans at NBC for the development of new forms and new concepts for news programs and for special one-shot news presentations and these will be facilitated by the establishment of the news department as a separate self-contained organization.

"NBC's sports broadcast schedule, including such attractions as the world series, NCAA football, pro basketball, weekly prize fights and major golf tournaments, has expanded so rapidly in the past few years that we believe it merits separate status."

Khrushchev Interview Filmed For CBS 'Face the Nation'

EQUIPMENT that had turned Communist Party Chief Nikita Khrushchev's Moscow executive office into a tv studio was being dismantled last week and 5,400 feet of film was canned and shipped to New York in time for the exclusive *Face the Nation* interview of Mr. Khrushchev that was to be on CBS-TV and CBS Radio yesterday (Sunday) at 3:30-4:30 p.m. and 9:05-10 p.m., respectively.

Interviewers were Daniel Schorr, CBS news correspondent in Moscow; Stuart Novins, moderator of the *Face the Nation* program, and B. J. Cutler, *New York Herald Tribune* correspondent. Mr. Cutler reported from Moscow in a story printed Wednesday in the *Herald Tribune* that the Russian's office was "turned into a tangle of cameras and lighting equipment." He said the Communist party chief answered questions on foreign and domestic affairs.

Mr. Cutler revealed that Soviet cameramen also filmed the interview but said it was not known whether this was done for local showing or to have a record of the interview for comparison.

The CBS production crew sent word to CBS in New York that the Soviets provided them with excellent technical cooperation.

DOMINICAN REPUBLIC ASKS NBC FOR TIME

- **CBS Radio turns down request**
- **Expose show draws Hill eye**

THE Dominican Republic has taken its case against the CBS Radio documentary on the Galindez-Murphy case to NBC Radio, it was learned last week. But NBC's decision won't be made until this week.

Also learned at the same time: that the House Foreign Affairs Committee, sufficiently aroused by the CBS Radio program, is considering a congressional investigation into the mysterious double disappearance last year of Columbia U. Prof. Dr. Jesus De Galindez and an American pilot, Gerald Lester Murphy.

During the CBS broadcast May 20 (and during a repeat airing last Tuesday night), it was implied that in both instances, the Dominican Republic stood "accused" on complicity [B•T, May 27].

In a reply Tuesday to the Dominican information center in New York—which had requested either free or paid time in which to reply to CBS Radio's documentary, *A Chronicle of Terror*—CBS Public Affairs Director Irving Gitlin once more reiterated his network's position. He stated that so far as CBS Radio was concerned, *Chronicle* was a "fair and objective" report, and that it had made every effort to bring the official Trujillo government position into the program itself, but that its efforts fell on deaf ears. Thus, Mr. Gitlin continued, while CBS "stands ready to assist in bringing any new information" regarding the Galindez-Murphy case to the public attention, it does "not see the necessity for paid or sustained" rebuttal.

In his letter, Mr. Gitlin reminded the Dominican officials that "our program people tried to enlist the assistance of your New York and Washington offices many times, both by letter and telephone. In addition, the nature of our broadcast and our desire to present a balanced picture of arguments pro and con in this case were made clear to your office. Despite this you chose not to furnish us with any information for this program. . . . You will recall further that on March 21, 1957, Mr. Theodore F. Koop, Washington director of CBS News and Public Affairs, addressed a letter to His Excellency Senor Dr. Joaquin E. Salazar, ambassador of the Dominican Republic in Washington, officially summarizing our many attempts to obtain an interview or statement outlining the position of the Dominican Republic with regard to the Galindez-Murphy case."

Mr. Gitlin also stated that earlier, on March 11, "at the request of the first secretary of the Dominican Embassy, Mr. Victor Aybar," CBS News in Washington submitted a series of "specific questions" to which CBS "requested answers." There was no reply to these questions, he noted.

In New York, Dominican information center officials claimed to have known nothing of either letter.

Standing rebuffed, the Dominicans began to explore possibilities of buying NBC Radio time in which to state its case. In the absence of NBC Radio Sales Vice President Matthew J. Culligan (out of New York on business), the DIC asked his department whether time would be available. NBC Radio was not able to come up with a quick answer because, in the words of one of its spokesmen, "this is a matter that must be discussed on higher echelons."

DIC officials said they have not approached ABC Radio, but will wait until NBC has reached a decision. They have informed NBC that should time be granted, they will make no reference to CBS Radio, but will merely "itemize specifically the pertinent details which could form equally-convincing evidence that the Dominican Republic is not involved" with the disappearance of the two men.

Meanwhile, CBS Radio has been alerted to the possibility that the congressional investigators may call upon its services, airing both its controversial documentary and personal reports by its researchers.

CBS Radio Sales Activity Puts $2.25 Million in Till

CBS Radio has contracted for new business and renewals totaling nearly $2.25 million during the week, it was announced Wednesday by John Karol, vice president in charge of network sales for CBS Radio.

Kitchens of Sara Lee Inc., Chicago, contracted for a weekly quarter-hour of *Arthur Godfrey Time* and an extra quarter-hour every fourth week beginning Aug. 29. The 52-week contract was through Cunningham & Walsh.

The Toni Co. purchased 20 7½-minute units of CBS Radio daytime dramas. The contract which lasts four weeks beginning June 12, was arranged through North Adv.

At the same time, Dodge Division of Chrysler Corp., Detroit, signed to sponsor five segments a week under CBS Radio's "Impact" plan for 10 weeks beginning June 15. Agency is Grant Adv.

William Wrigley Jr. Co., Chicago, signed a 52-week renewal of the *Pat Buttram Show* effective July 1, through Ruthrauff & Ryan. Program is broadcast Monday through Friday 2:45-3 p.m. EDT.

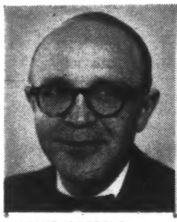
Burke to England for CBS-TV

CBS-TV is handing out a new title today (Monday)—director of network programs —England.

It goes to Michael Burke, who according to Hubbell Robinson Jr., CBS-TV executive vice president in charge of network programs, will have the assignment of "finding and creating new programs in England for CBS-TV, using English production companies." He'll also survey, screen and recommend writers, performers and production personnel throughout Europe for possible employment by CBS-TV.

Mr. Burke, who was to leave Saturday to establish London headquarters, formerly was executive director of Ringling Bros. and Barnum & Bailey circus and also was with Warner Bros., Vanderbilt Films, and Imperial Pictures (Rome).

NEWS COVERAGE VOTED BEST



LOUIS CASSELS
Christopher award for his dispatch, "Christmas Story".

CLAIRE COX
New York Newspaper Women's Club award, best domestic story written under deadline pressure (Andrea Doria sinking).

RUSSELL JONES
Pulitzer prize, international reporting; Sigma Delta Chi award, foreign correspondence; Overseas Press Club, George Polk Memorial award, reporting requiring courage and enterprise (Hungarian revolt).

ALFRED KUETTNER
Sigma Delta Chi award, general reporting (Series on integration).

CHARLES M. McCANN
Overseas Press Club, citation of excellence, best newspaper commentary (International affairs).

ILONA NYILAS
Long Island University George Polk Memorial special joint award for adherence to Polk tradition (Reporting from Budapest).

MILTON RICHMAN
Headliner award, consistently outstanding sports reporting (Series of sports beats and exclusives).

Here are some of the national awards United Press has won for news coverage in 1956.

As remarkable as their number is the variety of their categories: foreign and domestic reporting, human interest, international affairs, sports.

Whatever the news, U.P. covers it better

United Press

U.P. NEWS PRODUCES

ABC RADIO DIFFERS WITH NIELSEN

ABC Radio protested last week that A. C. Nielsen Co. is short-changing radio by treating listeners to the 50 million out-of-home sets as a "bonus audience." The proper figure, the network said, is one which reflects all listening, no matter where the listening occurs.

The Nielsen firm replied that the question of additional automobile listenership data had been raised by networks before, but had not been pursued when Nielsen people pointed out that "this would boil down to need, cost, and available support."

In a letter to John K. Churchill, vice president of the Nielsen company, Larry Pollock, manager of radio research for ABC Radio, quoted an analogy drawn by Robert E. Eastman, new president of the network.

"According to this analogy," Mr. Pollock wrote, "no one would ever suggest that the many thousands of newspaper readers that make up the nation's commuters, traveling to and from major business areas, be subtracted from or treated as bonus to the estimated number of total readers which each newspaper claims in its promotional material. A reader is, and has always been, simply a reader, regardless of where this reading takes place. Likewise, the only criteria for measuring the radio audience should be a simple count of how many listeners there are, not where this listening takes place."

Takes Issue with 'Facts'

Mr. Pollock's letter was prompted by the Nielsen firm's recent "Radio Facts 1957" booklet. Mr. Pollock felt the booklet "cannot help but shed additional light on why radio 1957 enjoys the healthy climate that it does." But he said ABC is concerned "with the over-abundance of radio listening and ownership data which you continually show separated by out-of-home and in-home audiences."

He recognized that the "traditional approach" has been to give separate in-home and out-of-home figures and then combine them into one total audience figure. But, he continued:

"Those of us who are engaged in the actual selling of radio time today, or in the allied function of describing the extent of the radio audience, can easily attest to the fact that radio is sold (and bought) only on the basis of the total audience which accrues to an advertiser. It makes no more sense to treat the 50 million out-of-home radios as a 'bonus audience' than it does to ignore (and nobody does) the pass-along readership which benefits the major print media."

He cited Reynolds Tobacco, Norwich Pharmacal, and Carling Brewing as being among the weekend advertisers who not only don't look on their out-of-home audiences as "a bonus," but regard it as "an integral part of their overall media strategy." In fact, he said, in some cases the out-of-home audiences may have led advertisers into weekend campaigns in the first place.

"Certainly," he continued, "any attempt at describing recent radio audience trends should take full cognizance of the out-of-home audience. For this reason, it is difficult to understand the Nielsen company's repeated emphasis on home listening, as shown in your 'Radio Facts 1957.' "

"The table on page six, for example, titled 'Home Listening,' seems to indicate that there has been a slight decrease in radio listening throughout the nation, this year vs. last. True, the information in the heading to the table reports, 'Current total usage is about equal to a year ago,' and a footnote carefully says, 'Does not include the plus of out-of-home listening, primarily auto radio usage.'

"However, the overall impression given by the figures and the charts is that listening to the medium is down. This, of course, in view of increased out-of-home listening, and especially in view of increased automobile listening to the 5 million new car-radios that are sold each year, just isn't true. If in-home radio listening has decreased by less than 1% as your home listening chart shows, then in all probability total usage must have increased during this same year period.

"We realize that current Nielsen data-gathering and reporting procedures almost dictate dissemination of the figures in this somewhat unsatisfactory state. So long as these present Nielsen company methods are employed, we cannot foresee being able to completely satisfy the needs of radio's advertisers and supporters.

"This can only be accomplished when the industry will have at its disposal a realistic and accurate portrayal of out-of-home listening, by specific programs and/or stations. Until that time, however, we sincerely believe that it is the obligation of the Nielsen company to make maximum use of their out-of-home listening records, and never describe general radio usage trends without benefit of these vital out-of-home statistics."

Replying to Mr. Pollock, a Nielsen spokesman said, "It may be that we are dealing primarily with matters of terminology and/or emphasis."

He said page 9 of "Radio '57" showed "that although automobile audiences are important, emphasis on 'in-home' is warranted and logical because of its substantial magnitude." Moreover, "additional details on 'Auto-Plus'—hour-by-hour audiences, for example—are available through a subscription to this service."

"During meetings with executives from each of the radio networks several months ago one or two queries were put to us about the possibility of providing additional Auto-Plus information. We indicated this would boil down to need, cost and available support. The subject has not been pursued.

"On the general subject of affording a proper measurement of network radio, I am sure you recognize the importance of NRI's fixed sample and minute-by-minute measurements.

"More specifically, if radio today were appraised solely on the basis of the quarter-hour by quarter-hour audiences, the medium would be substantially shortchanged. NRI reveals that by judicious use of the medium it is possible to reach a high percentage of U. S. homes each week and with a highly satisfactory frequency."

Networks Unfair to Chicago, Panelists Tell CU Meeting

CHICAGO isn't getting a fair shake as a major radio-tv center, according to some station, agency, packaging, film and talent union representatives. That was the gist of a panel discussion before 150 people at a Chicago Unlimited luncheon May 22.

Participants made several points for CU, an organization devoted to promotion and publicizing of local talent and broadcast originations. Among them, as reported by Chicago Unlimited:

(1) Chicago talent pool is small but adequate for existing needs, and "frequently excels" that of New York and Hollywood in performance; (2) city has remedied previous lack of facilities and personnel, but there still is lack of tv network originations, due primarily to the "arbitrary attitude on the part of eastern network brass"; (3) "serious dearth" of creative talent would adjust itself if Chicago activity heightened; (4) local film studios are equal to, or better than, other facilities elsewhere, with best hope for activity in production of filmed tv commercials and programs; (5) Chicago needs an "active and comprehensive" public relations campaign "to take its place in the television sun."

Panelists were Bill Ryan, WBBM-TV Chicago program manager; Walter Schwimmer, president of Walter Schwimmer Co., packager-distributor; William W. Wilson Jr., Chicago radio-tv director, Young & Rubicam; Eleanor Engle, local AFTRA chapter president; Henry Ushijima, executive producer, Colburn Films. Members were welcomed by James E. Jewell, Jewell Productions and CU president.

Jewel Productions Sues NBC

A SUIT against NBC seeking $500,000 in damages was filed in New York Supreme Court last week by Jewel Productions Inc., New York, which charged that the network's use of several scenes from a theatrical film depicting an attempt to assassinate Adolf Hitler "destroyed the box office appeal and value of the entire picture."

Jewel Productions claims it holds distribution rights in the U. S. and Canada to the German-produced film, "Es Geschah am 20 Juli" ("It Happened on July 20"). Jewel charged the network used portions of the film on an hour-long filmed documentary, *The Twisted Cross,* on March 14, 1956. Jewel alleged NBC obtained permission to use the sequences through a financial arrangement with the German producing company, Neue Film Verleih, G.M.B.H., charging NBC "induced" the overseas organization to take a step that, in effect, breached its contract with Jewel. The suit also charged that NBC earlier had failed to come to an agreement with Jewel over using the sequences at issue.

WCAU
PHILADELPHIA

means loyalty

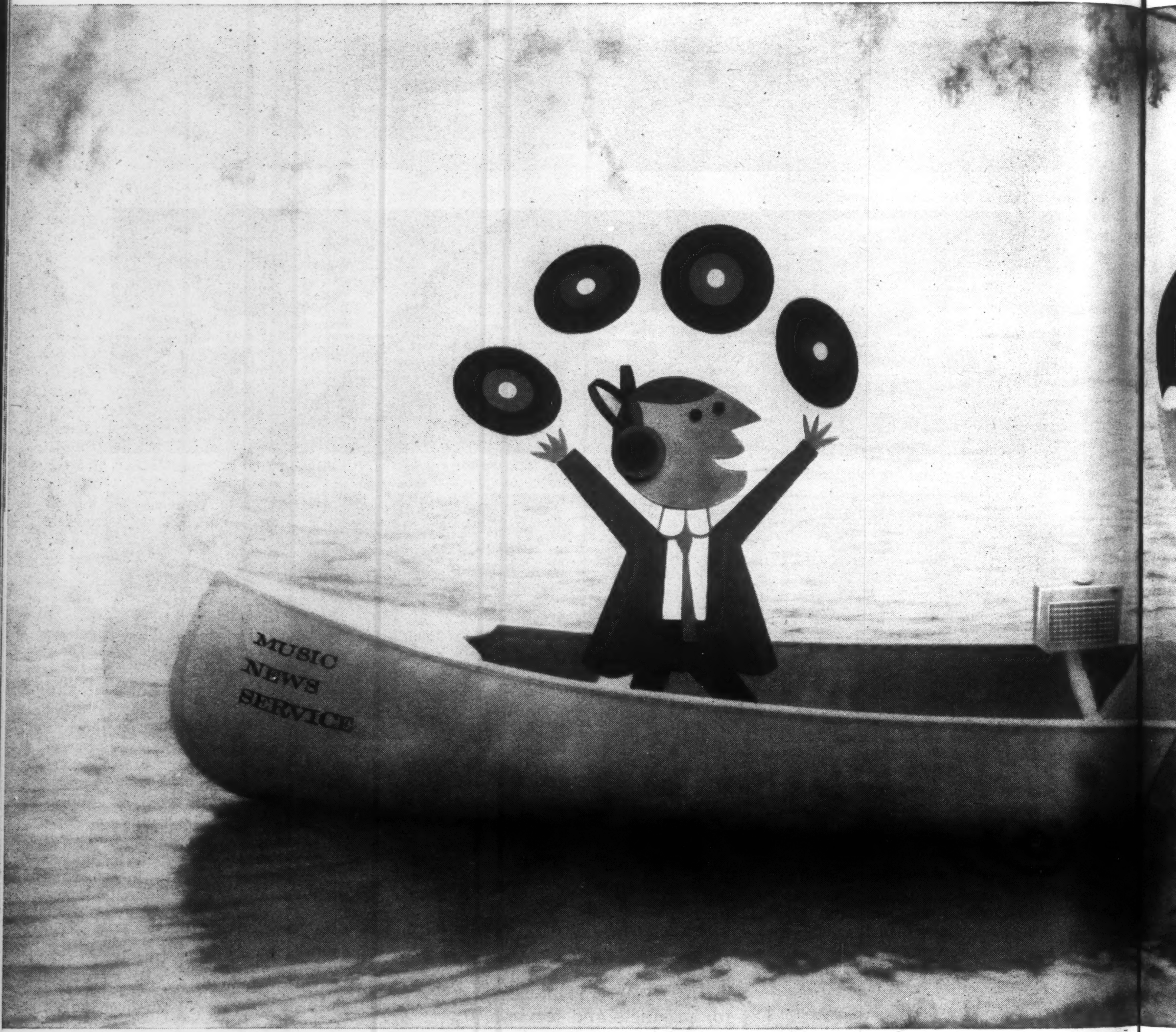
Philadelphians are never without WCAU Radio. In a 47-county, 5-state area, they listen to WCAU at home—on nearly 2 million car radios—and when they're away from home.

The fact is, 90% of all Philadelphians who go vacationing stay within WCAU's vast coverage area. This day-to-day impact delivered by WCAU makes every season a selling season for products and services.

You can count, then, on a larger, more loyal prospect list when you sell on WCAU.

WCAU RADIO *The Philadelphia Bulletin Station.*
Philadelphia
Represented nationally by CBS Radio Spot Sales.
By far Philadelphia's most popular station. Ask Pulse. Ask Philadelphians.

IN SUMMER SELLING, TOO—THERE'S A SOUND



Summertime . . . and the sellin' is easy, especially with WBC Summer Service Songs to air-condition audiences in the big, sunny markets beamed on by WBC Radio.

WBC has a raft of Summer Service Songs built to waft *your* warm-weather story onto the patios and into the pocketbooks of *one out of every five people in America!*

We've got songs on where-to-go, what-to-do, fishing, boating and the like . . . and, of course, weather and traffic info around the clock. Served up with your spiel, they make wonderfully light summer sales snacks.

Baseball? WBC plays ball. Coverage varies from station to station, but wherever there's WBC Radio (and shh . . . tv, too!), there's the Great American Game drawing fans as loyal to WBC and the products we advertise as they are

DIFFERENCE ON WBC RADIO!

to the rookie who got an early shower yesterday.

Yes, there's a *sound* difference on WBC Radio, and in the heat-beating way WBC pitches summer hiatus right into oblivion. Get the hot scoop on why . . . in the good ol' summertime . . . no selling campaign is complete without the WBC stations. For a hand in paddling your sales canoe this summer, call A. W. "Bink" Dannenbaum, Jr., WBC VP-Sales, MUrray Hill 7-0808, N. Y.

WESTINGHOUSE BROADCASTING COMPANY, INC.

WBC

RADIO
BOSTON, WBZ+WBZA
PITTSBURGH, KDKA
CLEVELAND, KYW
FORT WAYNE, WOWO
CHICAGO, WIND
PORTLAND, KEX

TELEVISION
BOSTON, WBZ-TV
PITTSBURGH, KDKA-TV
CLEVELAND, KYW-TV
SAN FRANCISCO, KPIX

WIND represented by A M Radio Sales
KPIX represented by The Katz Agency, Inc.
All other WBC stations represented by
Peters, Griffin, Woodward, Inc.

FIRST IN THE HEART OF TEXAS!

COVERAGE IN 33 COUNTIES MAKES KCEN-TV THE LEADING STATION IN TEXAS' IMPORTANT 5TH TELEVISION MARKET

. . . and Nielsen says so!

• tall (833 foot) tower and maximum 100 Kw. power for coverage where it counts • dynamic "sell" aimed right at your buyers • powerful programming

Now... the big story is put on record by NCS #2! The facts prove that KCEN-TV gets your message seen where it counts . . . really covering Texas' bustling big FIFTH TV market. KCEN-TV... located at the hub of Texas' four major markets . . . gives your message 33-county coverage. In *one* station you buy top notch programming PLUS the tall tower and power that get this programming seen by more viewer-buyers in the heartland of Texas than *any other single station.*

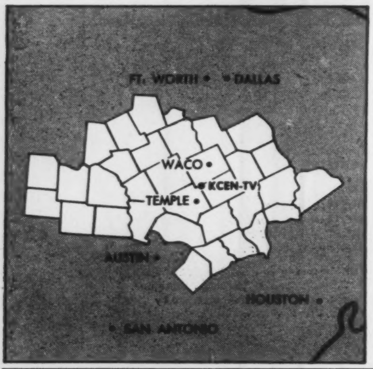
Check Nielsen and prove to yourself that "KCEN-TV IS THE LEADING STATION IN TEXAS' 5TH TELEVISION MARKET!"

NIELSEN NCS No. 2 — November 1956

			DAYTIME		NIGHTTIME	
Station	No. of TV Homes in Area	Monthly Homes Reached	Weekly NCS Circ.	Daily NCS Circ.	Weekly NCS Circ.	Daily NCS Circ.
KCEN-TV	106,370	88,040	76,760	56,700	83,010	68,420
Station B	87,040	66,270	55,410	39,650	62,820	49,940

SERVING THE TEMPLE-WACO MARKET AND ALL CENTRAL TEXAS

KCEN-TV



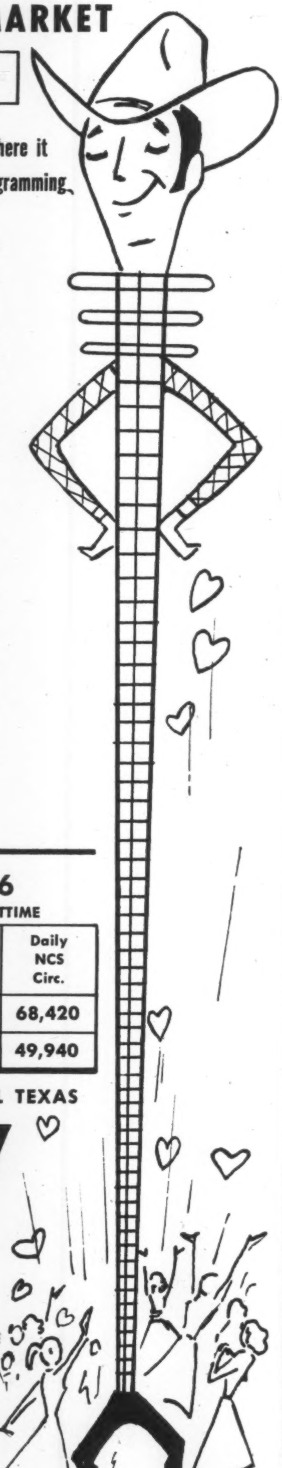
Channel 6

INTERCONNECTED

NBC AFFILIATE

Temple Office: 17 S. Third St., Ph. Prospect 3-6868
Waco Office: 506 Professional Building, Ph. Plaza 6-0332
TWX: Eddy, Texas, 8486

National Representatives, George P. Hollingbery Co.; Texas Representatives, Clyde Melville Co., Dallas.



ABC Radio Counts $759,000 For 2 New Sales, 1 Renewal

THREE new sales and a renewal order totaling $759,000 were announced last week by George Comtois, vice president in charge of sales for ABC Radio.

New sponsors are Beltone Hearing Aid Co., Chicago, through Olian & Bronner, Chicago, for two segments a week of *Don McNeill's Breakfast Club* (Mon.-Fri. 9-10 a.m. EDT), starting Sept. 16; C. H. Musselman Co. (food producers), Biglerville, Pa., through Arndt, Preston, Chapin, Lamb & Keen, Philadelphia, for three segments a week of *Breakfast Club* starting Sept. 16, and Miller Brewing Co., Milwaukee, through Mathisson & Assoc., Milwaukee, for 17 news and sports programs a week, starting July 1.

Admiral Corp., Chicago, through Henri, Hurst & McDonald, Chicago, has renewed its sponsorship of five segments a week on *Breakfast Club,* starting July 1.

CBS Radio's 'Lewis' Cut Back

CBS RADIO's *Robert Q. Lewis Show* (Mon.-Fri., 8-9 p.m. EDT) will be carried on a half-hour basis (unofficially, 8-8:30) starting in July. The explanation for the cutback is that Mr. Lewis found the weekly five-hour work assignment "difficult."

Starting June 3, Jack Hurdle, who has produced CBS-TV's *Jackie Gleason Show* for seven years, will join CBS Radio to produce the *Robert Q. Lewis Show.* He will replace Dee Dengelbach, who has been assigned to *CBS Radio Workshop* and *The Second Mrs. Burton.* Paul Roberts, who had been producing *Workshop,* will devote full time to CBS Radio's *The Woolworth Hour.*

Keystone Adds 9 Affiliates

KEYSTONE Broadcasting System last Tuesday reported a record high of 955 affiliates for its transcription network service, with addition of nine stations. New clients, according to Blanche Stein, KBS station relations director, are KRTN Raton, N. M.; WKXL Concord, N. H.; KLCB Libby, Mont.; KLPL Lake Providence and KLFY Lafayette, both La.; WMOR Morehead, Ky.; KAFA Colorado Springs, Colo.; KIBE Palo Alto, Calif., and WBCA Bay Minette, Ala.

CBS Buys Gleason 'Honeymooners'

CBS has acquired the Jackie Gleason *Honeymooners* series for a reported $750,000. Involved were 39 half-hour tv films sponsored on CBS-TV in the 1955-56 season by Buick Div. of General Motors Corp. but abandoned last fall when Mr. Gleason went back to live one-hour shows.

Mrs. Morgan Beatty Dies

FUNERAL services were held last Wednesday in Washington for Mrs. Mary Beatty, 47, wife of NBC Chicago commentator Morgan Beatty, who died in that city's Henrotin Hospital May 26. Survivors include her husband; two sons, Stephen and Morgan Jr.; her mother; two sisters, and a brother.

Here is

listener

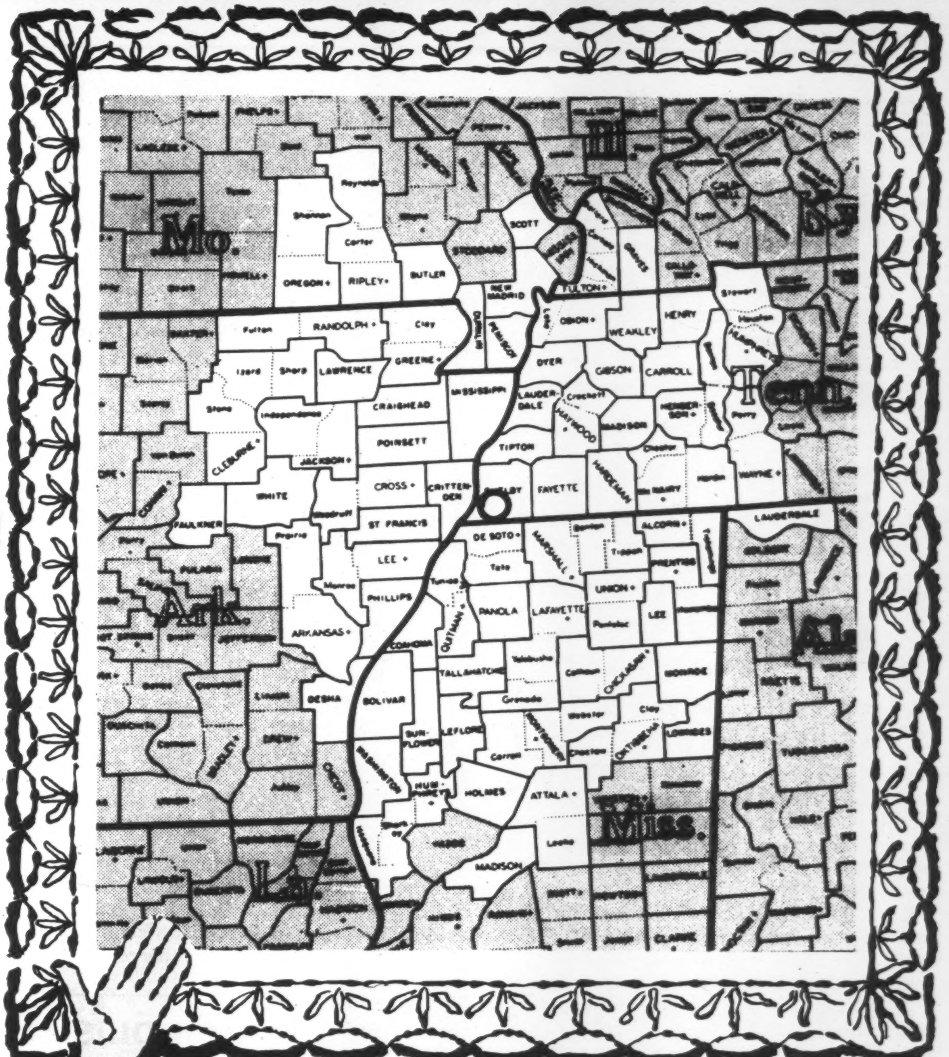
coverage

unmatched

by any radio

station in the

Mid-South!


Mo.
Ill.
Ky.
Tenn.
Ark.
Ala.
Miss.
La.
Shannon
Carter
Reynolds
Oregon
Ripley
Butler
Scott
Stoddard
New Madrid
Fulton
Randolph
Clay
Greene
Lawrence
Izard
Sharp
Stone
Independence
Cleburne
Jackson
Craighead
Poinsett
Mississippi
White
Faulkner
Cross
Crittenden
St. Francis
Woodruff
Prairie
Lee
Monroe
Phillips
Arkansas
Desha
Pulaski
Lincoln
Obion
Weakley
Henry
Dyer
Gibson
Carroll
Lauderdale
Crockett
Haywood
Madison
Tipton
Fayette
Hardeman
Shelby
Henderson
Decatur
Perry
Stewart
Houston
De Soto
Marshall
Benton
Alcorn
Tippah
Prentiss
Tate
Tunica
Union
Panola
Lafayette
Pontotoc
Lee
Quitman
Coahoma
Tallahatchie
Yalobusha
Calhoun
Chickasaw
Monroe
Bolivar
Sunflower
Leflore
Grenada
Webster
Clay
Lowndes
Oktibbeha
Carroll
Montgomery
Washington
Humphreys
Holmes
Attala
Madison
Lauderdale
Colbert
Clarke

1956 Nielsen Coverage Service:*

109 counties in 6 states in the heart of the important Mid-South area

* Monthly Coverage
Weekly Coverage
Average Weekly Daytime
Average Daily Daytime

Radio Memphis

WMPS

Also first in Hooper, Pulse 68-county survey, Pulse metro survey, Hooper business establishment survey and Hooper car survey!

Keep your eye on these other Plough, Inc. Stations:

Radio Baltimore	Radio Boston	Radio Chicago
WCAO	**WCOP**	**WJJD**

REPRESENTED NATIONALLY BY RADIO-TV REPRESENTATIVES, INC.

Screen Gems, Jaffe Plan New Film Shows

IN WHAT was said to be one of the largest transactions of its kind, Screen Gems Inc., Columbia Pictures tv subsidiary, has concluded a multi-million-dollar agreement with Henry Jaffe Enterprises, New York, to develop and produce a group of new television film programs, Ralph Cohn, SG vice president and general manager, announced Wednesday.

Among these projects is the Shirley Temple series of hour-long fairy tales, including "Hansel and Gretel," "Gulliver's Travels," "Ali Baba and the Forty Thieves," "The Legend of Sleepy Hollow," two musical revues based on the Mother Goose stories and "Aesop's Fables," "The Nightingale," "The Valiant Little Tailor," "The Rose and the Ring," "The Land of Counterpane," "Beauty and the Beast," "Dick Whittington," "The Magic Fishbone," "The Little Prince," "The Emperor's Clothes," "The Princess Who Could Not Laugh" and "Rumpelstiltskin."

Other film projects for the 1958 season are a comedy suspense series supervised by Howard Lindsay and Russel Crouse, a new children's program and a series of original melodramas depicting the application of the ethical principles embodied in the Ten Commandments in terms of the adventures that can happen in any modern man's life, Mr. Cohn said.

Mr. Jaffe made it plain, however, that his firm will continue to produce "live" television programs, including a number of "live" spectaculars, such as a musical version of "Robinson Crusoe," the Chevrolet Dinah Shore series scheduled Sunday 9-10 p.m. on NBC-TV beginning Oct. 20 and a program series now in process of development in cooperation with the American Theatre Wing, titled *Command Performance.*

Brandt Heads Trans-Lux Firms

RICHARD P. BRANDT, supervisor of the television and motion picture divisions of the Trans-Lux Corp., New York, last week was elected president of Trans-Lux Theatres Corp. and Trans-Lux Pictures Corp. Mr. Brandt has been with the organization since 1950 and for more than a year has headed activities of Translux Television Corp., which distributes about 20 filmed series plus a group of special holiday films.

NTA Network Adds Three

ADDITION of Alma F. Graef, Lynn Cleary Christenson and Joseph Schackner to the executive staff of the NTA Film Network was announced last week by Raymond E. Nelson, vice president and general manager.

Miss Graef has been named director of sales services for the network. She served most recently as director of commercial operations for Mutual, having joined the network in 1944. Mrs. Christenson, who has been appointed assistant to Mr. Nelson, had been with the DuMont Television Network from 1947 until 1955 when she retired. She served that network as sales services manager, continuity director and business manager. Mr. Schackner joins the NTA Film Network as assistant to director of station relations from the MBS sales service department.

Three Firms to Produce 'Europe Confidential' Film

A NEW half-hour drama film series, *Europe Confidential,* is planned as a co-production venture by Cinema-Vue Corp., New York; Charles Antell Inc., Baltimore, and producer Egon Neilsen. The filmed series is envisioned as a 39-part program produced at the Paladium Studios, Copenhagen.

Mitchell Hamilburg, Hollywood agent, flew to Copenhagen last week to confer with Mr. Neilsen on production and sales details. It is planned to make the series available initially as a network presentation and subsequently as a syndicated program. According to a spokesman for Cinema-Vue, Charles Antell has tentatively agreed to provide one-half of the necessary financing pending the outcome of the talks in Copenhagen. He added that Antell also is exploring the possibility of sponsoring the series in some markets if the production is syndicated.

Gross-Krasne Forms Foreign Unit

GROSS-KRASNE INC., Hollywood producer of tv films, has formed an international distribution subsidiary, Gross-Krasne Ltd. Initial offices have been opened in London, with Guy V. Thayer Jr., executive vice president of the parent company, in charge.

Film Costs May Lead To Tv Tape Use—Nemec

HIGH costs of prints to the tv film distributor and ultimately the advertiser may well have the effect of switching production of tv commercials and programs away from film and into magnetic videotape, according to Boyce Nemec, New York consultant in the motion picture and tv film fields.

Mr. Nemec, who resigned recently after 10 years as executive secretary of the Society of Motion Picture & Television Engineers, last week released details of a television distribution cost study he made for his own information. His main point is that the useful life of a tv film print is considerably less than that for a film for theatrical exhibition. The resulting added cost not only has increased expenditures substantially for the television advertiser but has forced smaller distributors out of business, he believes.

His study indicates that a 16 mm film for tv, distributed to stations, has a useful life of only five to 15 presentations on the air, compared with normal motion picture theatre use experience of 200 to 400 projections for each release print. Mr. Nemec points out that some motion picture films have "stood up well through more than 1,000 showings but most are not required to because pictures go out of date long before." He fixed the blame for tv film "deterioration" largely at the station level.

He claims "the extreme difference in print life between television and theatres is attributed to physical damage from rough

ZIV'S 'ANNAPOLIS' TASTES SUCCESS

AN extensive and multi-faceted promotion-merchandising campaign for the *Men of Annapolis* half-hour tv film syndicated series is credited not only with having had a salutary effect on station ratings and sponsors' sales but with having whetted sharp interest in enrollment at Annapolis by the youth of America.

The program went on the air early this year, supported by a vigorous merchandising-promotion plan blueprinted by Ziv Television Programs, producers and distributors of the series. With Ziv Tv providing an array of promotional and merchandising aid, the plan encompassed stations carrying the program, the sponsors, their advertising agencies and the Naval Academy itself. *MOA* is carried (and sponsored) in more than 180 markets.

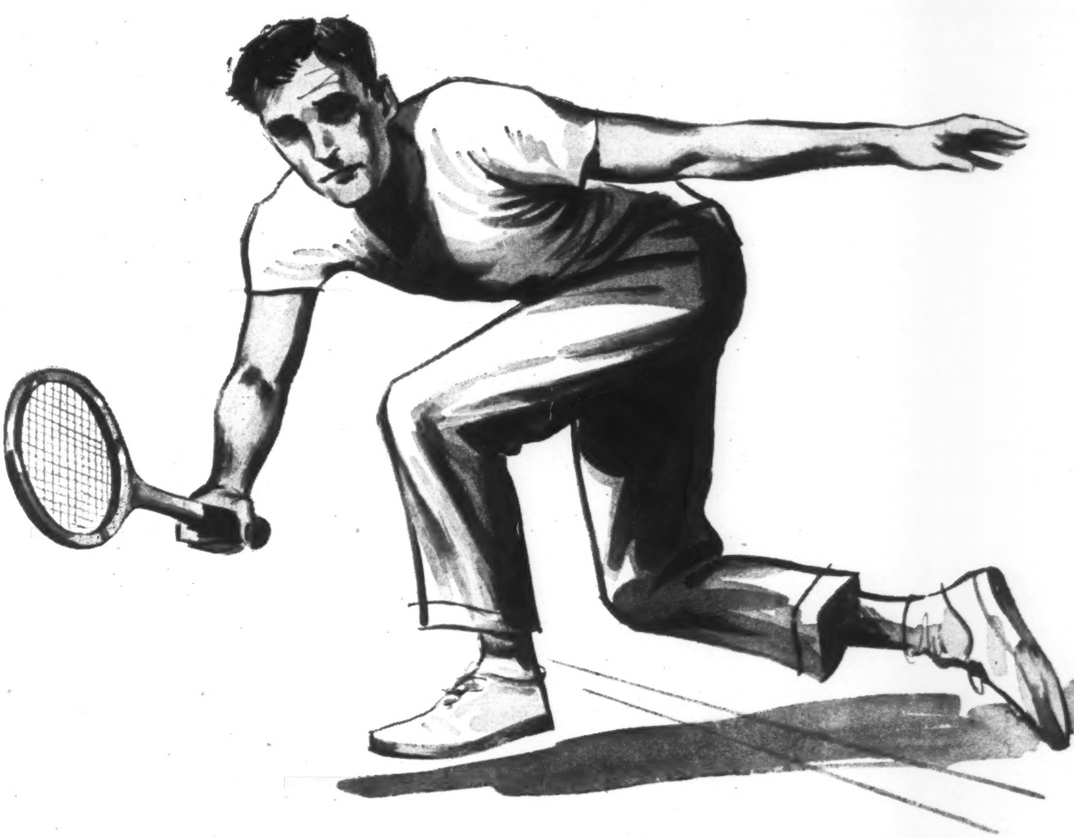
An indication of the breadth of materials offered by Ziv Tv can be ascertained by these statistics: More than 86,000 17-by-22-inch multi-color posters and more than 98,000 streamers were distributed at the beginning of the *MOA* promotion. Since then, dealers carrying sponsored products have displayed about 49,000 die-cut 22-inch counter displays. More than 600,000 "Nautical News" tabloids were used as mass distribution "throwaways." A variety of merchandise with nautical themes was used by agencies and sponsors to identify their products more closely with the series.

Among the advertisers who have participated in the campaign are Coca-Cola Co., Cities Service Oil Co., Gem Blades, Quality Bakers of America, Albers Cereal Div. of Carnation Milk, Ohio Oil Co. and Holsum Bread.

Typical of the comment from advertisers is this reaction from Morton T. Gretzler, Ketchum, McLeod & Grove, agency for Fidelity Trust Co.: "Fidelity Trust is blissfully happy. . . . People are writing letters, all complimentary. Everyone with whom I came in contact likes the show." From S. E. Weimer, advertising director, South Carolina Electric & Gas Co.: I'm happy to say that the comments which have come our way have all been highly favorable."

Ziv Tv can provide a list of stations in market after market showing a substantial increase in ratings for the program, in many instances *MOA* leading favorite network programs. One result perhaps not anticipated by Ziv Tv is embodied in this comment by a spokesman for the film company:

"The United States Naval Academy reports a 500% increase in mail since *Men of Annapolis* went on the air."



You Might Win 7 National Tennis Championships—*

BUT . . . *YOU NEED WKZO RADIO TO WIN SALES IN KALAMAZOO-BATTLE CREEK AND GREATER WESTERN MICHIGAN!*

NIELSEN NCS NO. 2
NOVEMBER, 1956

			DAYTIME	
Station	Radio Homes In Area	Monthly Homes Reached	Weekly NCS Circ.	Daily NCS Circ.
WKZO	**208,450**	**107,490**	**95,520**	**67,470**
B	106,570	43,420	38,670	25,630

WKZO—CBS for Kalamazoo-Battle Creek and Greater Western Michigan—is one of America's most obvious radio buys. Nielsen figures, left, show that WKZO delivers over 2½ times as many radio homes as its nearest competitor . . . and WKZO has almost *twice* the share of audience, according to Pulse!

Take a good look at those November 1956 Nielsen figures. WKZO actually delivers 56% more homes *daily* than the second station can deliver *monthly!*

Your Avery-Knodel man has all the facts.

AM—TV—FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS

WKZO

CBS Radio for Kalamazoo-Battle Creek and Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives

** Bill Tilden did it in 1920, 1921, 1922, 1923, 1924, 1925, and 1929.*

MGM-TV MARATHON

LEO the Lion had a proud smile last week as he roared about a new production record for the MGM-TV film commercial department that shot 17 commercials in three days at MGM's Culver City (Calif.) studios. Used were four separate sound stages and three exterior sets. Among the commercials now in production at the studio are these accounts: Langendorf bread, Duncan Hines cake mix and Big Top peanut butter, all through Compton Adv.; Pure Oil through Leo Burnett Co.; Schlitz Beer via J. Walter Thompson Co. and Breast O'Chicken Tuna through Foote, Cone & Belding.

handling by inexperienced station personnel, inadequate inspection at the film exchange and failure by distributors to fix responsibility and collect for film damage."

Mr. Nemec compares the costs of tv films versus theatrical films in this manner: Black-and-white 16 mm prints for tv cost two to four times as much per program hour as do 35 mm color films for theatres; black-and-white 16 mm prints for a one-hour tv show cost the distributor $54 apiece—$3.60 per program hour when presented on the air 15 times or $10.80 per showing when damage prevents re-use after the fifth presentation; color prints for theatres, based on about 200 or more projections for each print, seldom cost more than $1.75 per projection hour.

"A realistic appraisal by the television film distributors of his print cost problem could well change today's inspection methods and bring a revision in the customary procedure for station billing," Mr. Nemec declared. "But if prints and other costs of distribution fail to respond and recovery is impossible, the alternative may be videotape."

Mr. Nemec's clients have included TelePrompter Corp., CBS News and Public Affairs Dept. and Eugen Bauer, Stuttgart, Germany, manufacturer of projectors and cameras.

CBS Film Sets 'Fire Fighters'

CBS Television Film Sales will produce a new tv series, *Fire Fighters,* based on factual or legendary incidents of the New York City Fire Dept., according to Leslie T. Harris, vice president and general manager of CBS Flm Sales. The pilot film of the series will be ready in June. New York Fire Commissioner Edward F. Cavanagh Jr. has offered the cooperation of the department in the hope that the series will be an important vehicle for aiding in prevention of fires. New York city streets and waterways, station houses and other F.D. installations will serve as locations for exterior scenes.

Five Star Productions Closes

FIVE STAR PRODUCTIONS Inc., producers of television film commercials, will cease production on June 15, according to Chet Glassley, president of the Hollywood firm. Five Star Productions, located at 6530 Sunset Blvd., was founded in 1939 to produce advertising trailers for the theatre, and switched to tv commercials the first year the medium was open for sponsored broadcasts.

Cessation of operations was based on the decision of Judith McMahon, owner of the studio, to return to Texas for family reasons. Mr. Glassley chose to engage more actively in actual production, rather than continue with his executive duties. The corporation will be dissolved and the studio's assets sold.

Niles Seminar to Discuss Commercial, Industrial Work

VARIOUS phases of commercial and industrial motion picture production will be discussed at a five-day film seminar to be conducted by Fred A. Niles Productions, Chicago-Hollywood firm, starting June 3, it has been announced.

Successive evening sessions at Niles' Chicago studios, 22 W. Hubbard St., will be devoted to film fundamentals, animation, special effects and opticals, photography and color, and writing and direction. Among speakers from Niles will be Chris Petersen, West Coast animation producer, who will discuss methods of improving commercials at the story-board and sound track stages; Jack Whitehead, cinematographer, on color systems and technique and color translation for tv compatibility, and Lloyd Bethune, director, and James Magee, creative director, on competent script-writing. Fred Niles, president of the company, will explain film-making rudiments.

FILM SALES

ABC Film Syndication reports sale of *Douglas Fairbanks Jr. Presents,* half-hour tv film series, to WABD (TV) New York, WMAR-TV Baltimore, WJBK-TV Detroit, WFAA-TV Dallas and KWK-TV St. Louis.

Associated Artists Production Inc., reports $500,000 sale of Warner Bros. Features, cartoons and "Popeye" to KGEO-TV Enid, Okla.

Hal Roach Studios announces sale of 12-episode *Charlie Farrell Show,* broadcast last year on CBS-TV as summer replacement for *I Love Lucy,* to NBC-TV Films for syndication. Sale follows that of Roach-produced *Screen Directors Playhouse* to RKO Tv for world-wide syndication on seven-year lease rights basis.

Associated Artists Productions, N. Y., reports sale of 52 *Candid Camera* tv film episodes of KNTV (TV) San Jose and 52 of *The Gabby Hayes Show* film series to WKBT (TV) La Crosse, Wis. Distributor also announces WROC-TV Rochester signed for 26 movie features.

FILM DISTRIBUTION

Hal Roach Studios offers five new packages: *Jacques and Jill,* comedy series starring Robert Sterling and Anne Jeffreys, produced in conjunction with Alex Gottlieb, creator of series; *Ben Blue's Brother,* Ben Blue comedy produced by Jerry Staff; two dramatic series, both untitled, with Bette Davis as hostess-narrator and occasional star, and sports-drama series with Joe Dimaggio as host-commentator. Currently being filmed at Roach Culver City Studios are *Telephone Time, Oh, Susanna* and *Blondie.*

National Telefilm Assoc., N. Y., has offered for distribution to stations new half-hour tv film series, *The Big Little Show,* consisting of music revue programs produced by various theatrical motion picture companies.

RCA Thesaurus distributed to subscriber stations its *Great Moments in Sports,* radio series of 52 quarter-hour shows featuring voices of 200 sports personalities.

Screen Gems Inc., N. Y., announces production will begin in June on new half-hour series, *The Further Adventures of Phineas Fogg,* based on characters created by Jules Verne in *Around the World in 80 Days.*

Filmaster Productions, Hollywood, announces new tv film series, *Have Gun Will Travel,* to be carried in CBS Saturday night spot next fall. Production on 39 half-hour

PROGRAM SERVICES

Weaver Signs WGN-TV; WPIX (TV) Negotiating

SYLVESTER L. (PAT) WEAVER'S new baby network, Program Service Inc., took its first affiliation step last week, with announcement that WGN-TV had signed as Chicago outlet. Simultaneously, negotiations with WPIX (TV) New York were disclosed as under way.

Developments were reported Tuesday at a news conference-luncheon co-hosted by Mr. Weaver and Ward L. Quaal, vice president and general manager of WGN Inc. (WGN-AM-TV), who discussed his station's plans for originating "a very substantial portion" of program service fare.

Aside from carrying *Ding Dong School* at 9 a.m. and the new Mary Margaret McBride series at 8:30 a.m., starting July 1, WGN-TV plans to feed such programs as its *Lunchtime Little Theatre,* a new "entertainment with information" series and an Aragon Ballroom Saturday night dance remote, plus perhaps *Garfield Goose* and a *Wally Phillips and Bob Bell* show in the immediate or foreseeable future.

"A very substantial portion of the network programming will come from Chicago," Mr. Quaal asserted. "We have plenty of talent available, plus the know-how and facilities to produce quality programs." He stated that "we expect to receive many well established programs as well as new features that will bring to television more of the 'firsts' for which Mr. Weaver is so widely recognized in the industry."

Mr. Weaver welcomed the affiliation with "one of the nation's most highly respected stations, one highly regarded by viewers and advertisers alike." He said use of WGN-TV's facilities assures access to over 2.5 million homes in "the nation's No. 2 market, segments begins June 10 with Richard Boone starring and Julian Claman producing.

Guild Films Co., N. Y., announces acquisition of religious program series *Minutes of Prayer* for distribution to tv stations. Program is based on book by Christopher Cross, vice president, Grey Adv., and consists of 365 one-minute film shorts in color with prayer voiced over film. Series is available on library basis.

MGM-TV, N. Y., placing into production *The Feminine Touch,* situation comedy series for tv. Studio is already working on *The Thin Man,* half-hour detective mystery series that will star Peter Lawford and Phyllis Kirk.

Filmaster Productions Hollywood, set up $3.5 million tv film production schedule for balance of year. Schedule includes filming 39 half-hour *Have Gun, Will Travel* programs for CBS-TV, starting June 10; 39 *Gunsmoke* shows, now being filmed, also for CBS-TV; five pilots which are in preparation state and new wholly-owned tv series of its own now in work at firm's program development department.

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long the home of many of tv's most important properties." He estimated that by fall Program Service will be able to reach some 18 million tv homes or 45% of the total."

WGN-TV thus becomes the first link in the Weaver major market tv network also to include stations in New York, Washington, Philadelphia, Baltimore, Cleveland, Cincinnati and St. Louis at the outset and Hartford, New Haven, Indianapolis, Milwaukee, Minneapolis and Detroit by next October.

Negotiations are under way with stations in those markets, it was pointed out. WPIX, *New York Daily News* station, is expected to be the outlet in that city.

Mr. Quaal emphasized that at the outset "we will crawl before we try to walk."

Storz in Syndication With Connolly Series

THE Storz Stations have entered the national radio program syndication field with signing of an exclusive contract with Mike Connolly, Hollywood columnist, according to President Todd Storz. The feature is designed for use by stations having hourly newscasts and will offer news of Broadway and Hollywood.

Sixty-three different short features will be supplied each week to subscribing stations, Mr. Storz said, the transcribed cut-ins to be incorporated in newscasts. Bill Stewart, national program director of Storz Stations, will handle sales and coordination of the syndicated feature, which starts June 10 on the Storz Stations (WDGY Minneapolis, KOWH Omaha, WHB Kansas City, WTIX New Orleans and WQAM Miami).

Mr. Connolly, co-author of the Lillian Roth story, *I'll Cry Tomorrow,* is columnist on the *Hollywood Reporter*. His column also appears in 40 daily newspapers.

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FLINT
Plus The Saginaw Valley And The Rich Thumb Area

For the first time, a perfectly tailored signal for all of Northeast Michigan. To Flint add Saginaw, Bay City, and the rich Thumb Area, plus the heart of Michigan's vacationland. The NCS #2 shows WFDF as the outstate regional leader and this BIG new signal will add even more. Let WFDF's BIG audience . . . BIG coverage be your key buy for Eastern Michigan. Katz has full details.

* DAYTIME

WFDF 910

NBC affiilate in Flint, Michigan, represented by the Katz Agency

CBS Foundation Sets Grants Totaling $38,000 for 1957

GRANTS amounting to $38,000 will be paid to 12 privately-supported colleges and universities in 1957 by CBS Foundation Inc. under its plan to assist educational institutions from which CBS executives on both junior and senior levels were graduated, the foundation announced last week.

CBS Foundation, the agency for making educational and charitable grants on behalf of CBS Inc. and its divisions, said that this year grants of $2,000 each will be made on behalf of 19 executives. It explained that the $2,000 figure represents the "cost of education" which is paid from an institution's endowment or other accumulated funds over and above the costs actually charged to the students. This is the fourth annual grant announced since the start of the CBS plan in 1954.

Colleges and universities on the CBS 1957 list and the executives associated with particular schools are: Amherst College—George T. Bristol Jr., director of sales presentations, CBS-TV; Berea College—Kenneth E. Baine, director of industrial relations and executive director, Bridgeport (Conn.) Operations, Columbia Records; College of the Holy Cross—Frank J. Shakespeare Jr., sales manager, WCBS-TV New York; Cornell U.—William Bachman, director of engineering research and development, Columbia Records; Joseph A. W. Iglehart, director, CBS Inc.; Fordham U.—George J. Arkedis, general sales manager, WBBM-TV Chicago; Robert J. Dune, assistant general attorney, CBS Radio; Harvard College—Leon R. Brooks, assistant general attorney, Washington, D. C., CBS-TV; Philip Feldman, vice president and business manager, talent properties, Hollywood, CBS-TV; Lewis Gordon, president, CBS International; Massachusetts Institute of Technology—Howard A. Chinn, chief engineer, CBS-TV; Robert G. Marchisio, vice president, CBS-Hytron.

New York U.—Harold C. Lang, assistant treasurer, CBS Inc.; Princeton U.—William C. Ackerman, director, reference department, CBS Inc., and executive director, CBS Foundation Inc.; Irving Townsend, director of special popular artists and repertoire, Columbia Records; U. of Notre Dame—John A. Schneider, general manager, CBS-TV Spot Sales; U. of Rochester—Mitchell Miller, director of popular artists and repertoire, Columbia Records; David J. Oppenheim, director of classical artists and repertoire, Columbia Records; Yale U.—Henry Howard, director of music operations, CBS-TV.

Ill. Court Okays State Funds For Educational Television

THE Illinois Supreme Court has reaffirmed a lower court dismissal of a suit challenging the right of the U. of Illinois to use state taxpayer funds to operate educational WILL-TV Urbana because the institution is "well within its powers to so use appropriations" and "television cannot be singled out for special treatment because it is relatively new."

The upper court added that tv is but one of "many activities" involved in "maintaining an institution of higher learning." It also noted that the defendant trustees had contended that the proceeding was not a bona fide taxpayer suit, but rather one that had been instigated by the Illinois Broadcasters Assn. who were the real party in interest.

The court's decision is expected to be the end of the matter as petitions for re-hearing are seldom granted.

KRNT-TV HIDES ITS CLASSROOM CAMERA

AN educational series on KRNT-TV Des Moines is among that area's most widely watched, but principals in the show never know they are on the air.

They are elementary school pupils, shown on the daily afternoon *Know Your Schools* as they explore the three r's, and their convincing performances are possible because of the great care KRNT-TV and school authorities have taken to ensure authenticity.

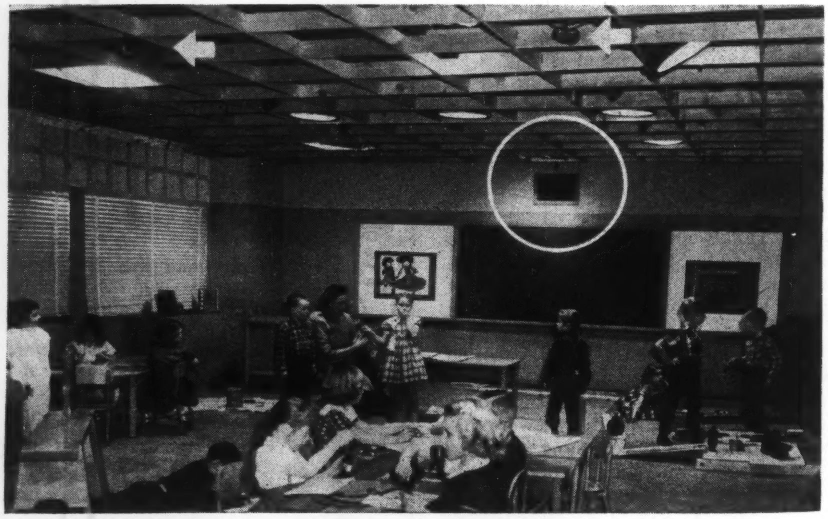
Know Your Schools is not a series of remotes from the schools. Instead, classrooms have been duplicated in a special closed-wall set in KRNT-TV's studios. Cameras, microphones and lights are hidden in schoolroom walls and ceiling. Furniture is changed each day, as different classes appear, to conform to what the children are used to. The children and teacher begin their regular class routine well in advance of 1 p.m. airtime. With the show coordinated and narrated from separate studios the teacher is free to conduct an uninhibited, unrehearsed half-hour of lessons.

A cooperative effort between station and the city's education system to show elementary school methods to the public, *Know Your Schools* is proving again that public service and high ratings can co-exist. The series topped all competitive programs at 1 p.m. in the March American Research Bureau survey, KRNT-TV reports.

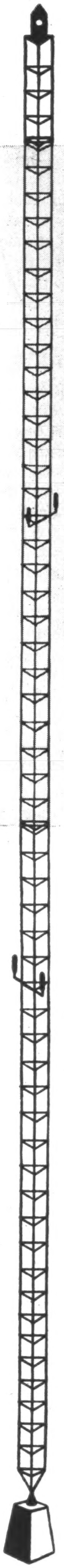
Two other points of the show's threefold purpose are to make the public aware of how a child's education progresses through rotating the telecasts of classes at different elementary levels, and to provide a means of in-service training for teachers in the vicinity. Less experienced teachers can watch their seniors at work. The show also acts as a sounding board for public reaction to educational tv in the Des Moines area.

Efforts of Dick Covey, KRNT-TV program director; Guy Koenigsberger, production manager; James Sheldon, director of adult education in Des Moines; George Hohl, acting elementary school superintendent, and many others have combined to produce a program that has been warmly received by Central Iowa viewers. School officials released Nadine Machesney from responsibilities as assistant principal of an elementary school to act as coordinator, the "off-stage voice" of *Know Your Schools.*

Promotion of the show has been a cooperative effort between station and school. KRNT-TV has run on-the-air spots, interviews and preview promotions; the schools printed flyers for children to take home and publicized *Know Your Schools* in bulletins and publications.



INNOCENTS UNAWARE that they are starring in the *Know Your Schools* series on KRNT-TV Des Moines go about regular class pursuits in uninhibited fashion. To telecast the realistic daily series, the station and school advisers built this closed set concealing cameras [circled] and obscuring lights and mikes behind a ceiling grid [arrows].



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ALL THE WAY!

You'll benefit by using this single source of equipment and experienced assistance

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One source for all your station requirements means faster service and delivery to meet your specialized needs . . . pre-releasing if necessary. By coming to RCA, all your sources are coordinated automatically—you don't have to make all these time-wasting arrangements yourself. You can get on-air faster . . . stay on-air longer . . . reduce costly off-air time. And the many benefits will be reflected in increased profits throughout your entire operation.

For additional information write to RCA, Dept. T-22, Building 15-1 Camden, N. J.

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"In VIRGINIA

...BUY the

ROANOKE

Television Market!"

The Roanoke Television Market comprises 2¼ million people, over 2 billion dollars retail sales, and is generally credited with over 300,000 television homes.

One WDBJ-TV program, "Top 'O' The Mornin' " — which is local-live against strong network competition Monday through Friday between 7:00 and 8:00 A. M. — has this (largely unsolicited) mail record for the first quarter of 1957:

- 4,496 pieces of mail
- 407 towns and cities
- 72 counties
- 3 states (Va., W. Va., N. C.)

For full details, call Peters, Griffin, Woodward—or WDBJ-Television!

WDBJ·tv
Channel 7
CBS
ROANOKE, VA.
Owned and operated by the *Times-World Corp.*

Radio's Health Cited At Carolina Meeting

NETWORK radio will be "a part of every well-balanced national advertising campaign by autumn of 1957," Matthew J. Culligan, NBC Radio vice president, predicted Wednesday at the opening session of the North Carolina Assn. of Broadcasters. The association held a two-day meeting at Grove Park Inn, Asheville, with President Edmond H. Smith, WIRC Hickory, presiding.

Observing a "return of sanity to media evaluation," Mr. Culligan said NBC Radio station payments since April of this year were up 58% over the same 1956 period. Since last January, he explained, affiliates have been permitted to sell every availability the network wasn't able to sell. In the case of the network's five o&o stations, these unsold availabilities have brought in $30,000 weekly in local revenue. This could amount to $6 or $7 million for all NBC Radio affiliates, he said.

Another boom in NBC Radio business, according to Mr. Culligan, is the popularity of "imagery transfer" sales, which he called "a multi-million-dollar catalyst." This technique, based on the ability of words to trigger latent memories, is built around one-minute commercials supported by network-blanketing 30-second and 6-second announcements.

Robert K. Richards, public relations consultant, advised broadcasters to take five minutes every morning before opening the mail to ask, "What can the station do for this city today?" He urged broadcasters to explain the medium in an organized way rather than dissipate their energy in complaining about criticism.

Named to the resolutions committee Wednesday were Ed Anderson, WBBO Forest City, chairman; Allen Wannamaker, WBIG Greensboro, and A. Hartwell Campbell, WNCT (TV) Greenville.

John F. Meagher, NARTB radio vice president, cited FCC data for 1954-55 to show that every major market in the state had enjoyed an increase in local billings. Reviewing the medium's successful operation, he said there are 24 more stations now than were operating in 1954.

Hot competition increases the temptation "to yield a point or two, to make some deals and to accommodate some advertisers of dubious integrity," he said. "The safeguard is to indoctrinate all of your people with the philosophy that radio is indeed a profession, with traditions of ethical concepts relating to all of its aspects. Under-the-table deals and rate-cutting have no place in that tradition, just as they have no place in healthy commerce of any kind. If your rate for a segment of the broadcast appears to be too high to permit sales, re-examine it, make some adjustment if need be, and then stand behind it."

Last year 126,820 new radio sets were shipped into the state, a gain of 10% over 1955, Mr. Meagher said.

Sen. Sam J. Ervin Jr. (D-N. C.), a former member of the Senate Commerce Committee, listed some of broadcasters' basic problems, including resistance to censorship and government domination. He added, "It seems to me that it is a realistic and objective observation to say that the Commission's (FCC) lack of action and indecision have fostered doubt, confusion and near disillusion in some segments of your industry."

Charles Shaffer, director of development, U. of North Carolina, appearing for William C. Carmichael, vice president, discussed cooperation between broadcasters and the university through a state foundation project.

McGranaghan Joins NARTB Staff

JEROME P. McGRANAGHAN, recently GOP state liaison representative with the Cabinet, White House and Congress, has joined NARTB's government relations department as assistant to Vincent T. Wasilewski, manager. A native of Oneida, N. Y., he is a graduate of St. Bonaventure U. and received an LL.B. degree from Catholic University Law School. During World War II he was in naval aviation. He is a member of Delta Theta Phi legal fraternity, New York Bar Assn., American Legion, Veterans of Foreign Wars and American Veterans of World War II. He married the former Marjorie Locker, of Dayton, Ohio.

MR. McGRANAGHAN

10 Named to ATAS Board

TEN members of the board of governors of the New York Chapter of the Academy of Television Arts and Sciences were elected last week to serve on the national board of trustees of the academy. Those elected for two-year terms are: Royal E. Blakeman, attorney; Mark Goodson, partner in Goodson-Todman Productions; Tex McCrary, NBC-TV personality; Ed Sullivan, CBS-TV personality, and Hubbell Robinson Jr., CBS-TV executive vice president in charge of programs. Those chosen to serve for one year: William J. Bratter, attorney; Evelyn Burkey, executive director, Writers Guild of America, East; Bud Collyier, freelance tv personality; Robert F. Lewine, NBC vice president in charge of nighttime tv programming, and Henry White, advertising manager, Screen Gems Inc.

Tenn. UP Broadcasters Organize

THE UP Broadcasters Assn. of Tennessee was formed in Nashville on May 23 and Claye Cline of WSEV Sevierville was elected president.

Jim Miller, WLAC Nashville, was named vice president and Fred Parker, UP business representative for Tennessee, secretary. The new organization is open to all station personnel at any of UP's 61 radio and tv clients in the state.

Fellows Announces Members For 4 NARTB Board Groups

FOUR board committees have been named by NARTB President Harold E. Fellows preparatory to the annual summer meeting of the combined Radio-Tv Boards to be held June 18-21 at the Mayflower Hotel, Washington. The tv directors meet June 19, radio directors June 20 and combined boards June 21. The General Fund Finance Committee meets June 19 and the Television Finance Committee June 18.

Members of the four committees are:

General Fund Finance Committee—Alex Keese, WFAA Dallas, chairman; Raymond V. Eppel, KORN Mitchell, S. D.; John E. Fetzer, WKZO-TV Kalamazoo, Mich.; Payson Hall, Meredith Publishing Co.; C. Howard Lane, KOIN-TV Portland, Ore.; Robert T. Mason, WMRN Marion, Ohio; James H. Moore, WSLS Roanoke, Va.; John M. Outler Jr., WSB Atlanta, and Donald W. Thornburgh, WCAU Philadelphia.

Television Finance Committee—C. Howard Lane, KOIN-TV Portland, Ore.; chairman; Joseph J. Bernard, KTVI (TV) St. Louis; John E. Fetzer, WKZO-TV Kalamazoo, Mich.; Payson Hall, Meredith Publishing Co., and C. Wrede Petersmeyer, KOTV (TV) Tulsa, Okla.

By-Laws Committee—Joseph E. Baudino, Westinghouse Broadcasting Co., chairman; J. R. Livesay, WLBH Mattoon, Ill.; Robert O. Reynolds, KMPC Los Angeles; W. D. Rogers Jr., KDUB-TV Lubbock, Tex.; Harold P. See, KRON-TV San Francisco, and Hugh M. Smith, WCOV Montgomery, Ala.

Membership Committee—J. Frank Jarman, WDNC Durham, N. C., and W. D. Rogers Jr., KDUB-TV Lubbock, Tex., co-chairmen; Thomas C. Bostic, KIMA Yakima, Wash.; Henry B. Clay, KTHV (TV) Little Rock, Ark.; William Holm, WLPO LaSalle, Ill.; Daniel W. Kops, WAVZ New Haven, Conn.; Robert L. Pratt, KGGF Coffeyville, Kan.; James D. Russell, KKTV (TV) Colorado Springs, Colo.; Ben B. Sanders, KICD Spencer, Iowa, and Willard E. Walbridge, KRTK-TV Houston.

Hollywood Club Names Directors

JACK BREMBECK, KABC-TV Los Angeles, Len McLean, Bob Garrick Public Relations, and Walter Miles, *Tv-Radio Life*, were elected to three-year terms as directors of the Hollywood Advertising Club at the annual election last Monday. Marty Lewis, *Tv Guide*, and Larry Nolte, White King Soap Co., were elected to serve unexpired terms ending 1958 and Felix Adams, KLAC Los Angeles, was elected to serve an unexpired term ending 1959.

AIEE Plans Radio-Tv Papers

A PROGRAM of television and radio technical papers is being presented at the 1957 summer general meeting of the American Institute of Electrical Engineers. The meeting will be held at the Sheraton-Mt. Royal Hotel, Montreal, Que., from June 24-28, and the sessions relating to tv and radio will be held on Friday, June 28.

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Florida market, that
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cover as no
other media can . . .
completely, effectively,
and with apparent but
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2 WCOA Pensacola
3 WTMC Ocala
4 WDLP Panama City
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TV Stations
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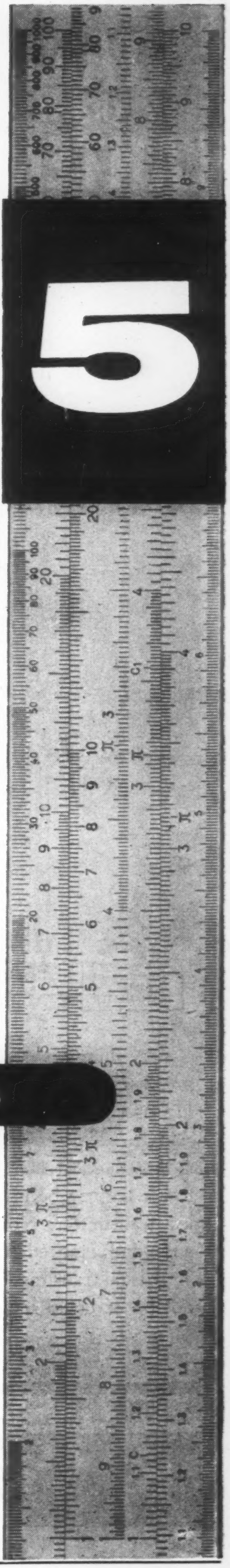

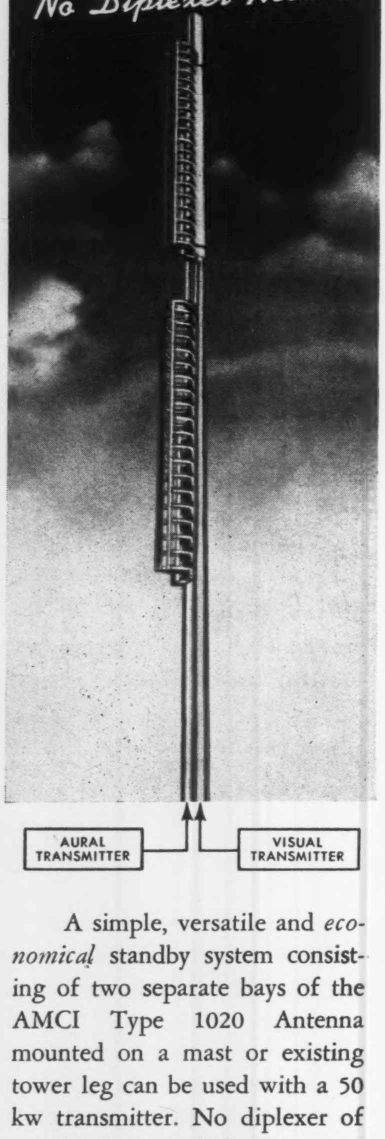

STAND-BY
TV TRANSMITTING
ANTENNAS
for channels 7-13
No Diplexer Needed

A simple, versatile and *economical* standby system consisting of two separate bays of the AMCI Type 1020 Antenna mounted on a mast or existing tower leg can be used with a 50 kw transmitter. No diplexer of any kind is needed. The aural and visual transmission lines need not be of equal lengths.

Write for Bulletin B-457.

ANTENNA SYSTEMS—COMPONENTS
AIR NAVIGATION AIDS—INSTRUMENTS

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Manufacturing Co. Inc
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Southern Calif. Broadcasters Set Agenda for June 6 Clinic

BROADCASTERS, advertisers and agencies will join in an all-day examination of ways in which radio can most effectively serve its clients at the first annual sales clinic of the Southern California Broadcasters Assn., to be held June 6 at the Sheraton-Town House, Los Angeles.

The day's program includes addresses on "Management's Ever-Increasing Dependence on the Sales Department." Speaking for the networks will be Norman Boggs, of Don Lee Broadcasting System. Bob Reynolds, of Golden West Broadcasters will speak for the independents.

Bob Light will be chairman for the talk on "Sales Promotion & Sales Presentations." On the timebuyers panel, moderated by Ham, Nelson, Stromberger, LaVene, McKenzie, will be Bill Becker, Max Becker Agency; Lydia Reeve, Foote, Cone & Belding; Roy Curtis, Leo Burnett; John Bainbridge, Tilds & Cantz; Dorothy Koemme, The Armstrong Co.; Claire Koren, Doyle Dane Bernbach.

On the account executive panel will be Doug Anderson, Anderson-McConnell (moderator); Selma Solmann, Milton Weinberg Agency; Forrest Oowen, Geoffrey Wade Agency; Gordon Walker, Kenyon & Eckhardt; Bob Benvenisti, Owl Drug Stores, and Jim Bishop, Baker-Crawford-Bishop.

Don Conroy, advertising manager, Thriftimart, will be the speaker at the luncheon session.

Bill Baxley, KABC Los Angeles, will be the chairman for a forum entitled "Media Research, Use or Abuse," with Frank Crane, KPOP Los Angeles, acting as moderator. Specialized topics will be handled by Gene Duckwall, Foote, Cone & Belding—"Types of Media Research"; Terry Mann, KHJ Los Angeles—"Sales Application of Research"; Carleton Coveny, John Blair Co.—"A Rep Looks at Research"; and one yet-under-determined panelist to discuss "The Value of Incidental Surveys in Smaller Markets."

Felix Adams, KLAC Los Angeles, will be chairman for the "Radio—A Powerful Selling Tool 24 Hours a Day" segment. Moderator will be John Hansen, KABC, with speakers Maurie Webster, KNX-CPRN Los Angeles, "Daytime and Weekends and Feature Programs"; Charlie Hamilton, KFI Los Angeles, "All Night Programs, Every Night"; Gordon Gumpertz, Kellog Agency, "Timebuying from Specialty Stations"; Mort Sidley, KLAC, "Off Traffic Time—All Day—Every Day"; and Jack Privett or Herb Bevin, "Feature Buying—Fm."

Ackerman Heads Hollywood ATAS

HARRY S. ACKERMAN, independent tv producer, formerly Hollywood program vice president of CBS-TV, has been elected president of the Los Angeles chapter of the Academy of Television Arts & Sciences for 1957-58. Other officers are: first vice president, Sheldon Leonard, producer of *Danny Thomas Show;* 2nd vice president, Frederick de Cordova, producer of *Mr. Adams & Eve;* secretary, Jane Wyatt, actress (wife in *Father Knows Best*); treasurer, Loren L. Ryder, president, Ryder Sound Services; executive committeemen, Desi Arnaz, actor-producer, *I Love Lucy;* W. Fenton Coe, manager of film production, NBC-TV Pacific Div.; Wayne Tiss, vice president in charge of Hollywood office, BBDO.

Illinois News Broadcasters Elect Smith, Salzman, Rowe

RALPH SMITH, news director of WIRL Peoria, Ill., was elected president of the Illinois News Broadcasters Assn. at its spring meeting May 26. Also elected were Harold Salzman, WLS Chicago, vice president, and Al Rowe, WSOY Decatur, secretary-treasurer.

Named to the executive board of INBA: Dave Loring, WGIL Galesburg; William Ray, WMAQ-WNBQ (TV) Chicago; William Spangler, WFRX West Frankfort, and William Ellison, WHBF-AM-TV Rock Island.

Honorary life membership in the group was voted to Frederick S. Siebert, director of the U. of Illinois School of Journalism and Communications, for his services to state newsmen. Another resolution named Prof. Donald Brown of the university as permanent executive secretary of the association.

The group also named a committee to consider the establishment of a permanent correspondent in Springfield to cover state capital news for radio and tv. The project would be financed by INBA members.

Patt Heads Radio Pioneers

JOHN F. PATT, president of WJR Detroit, will succeed automatically to the presidency of Radio Pioneers Club for the 1957-58 term, having served as senior vice president during the past year. The nominating committee has announced this additional slate: Frank E. Pellegrin, H-R Representatives, first vice president; Frank Silvernail, BBDO, Charles Godwin, *Sponsor* magazine, and Jack Overall, NBC, for vice presidents (two to be elected to two-year vice presidencies). Victor C. Diehm, WAZL Hazleton, Pa., and William H. Fineshriber Jr., have one more year of two-year terms to serve.

ACBB Names New Officers

DR. GEORGE JOHNSON of Indiana U., Bloomington, has been elected president of the American Council for Better Broadcasts. Others elected: Mrs. Melvin C. Koch, Columbus, Ohio, first vice president; Mrs. Gertrude Broderick, Washington, D. C., second vice president; Mrs. William Haupt, Los Angeles, corresponding secretary, and Mrs. Martin Leiner, Charleston, W. Va., recording secretary.

The ACBB's announced objective is to improve radio-tv programming through monitoring.

NARTB Issuing Program Catalog

NARTB is distributing a catalog of government and civic programs to its member radio stations. The list includes titles and descriptions of transcribed programs, scripts, spots and similar broadcast material, with official contact at each agency or organization. A similar directory of material supplied by commercial firms is being compiled.

Wisconsin Broadcasters Set Up Annual Scholarship Program

THE membership of Wisconsin Broadcasters Assn. has approved a resolution to conduct an annual scholarship program for the outstanding high school student in the state and to issue a public service award to a distinguished Wisconsin citizen for contributions to the arts.

The action was taken by some 80 members at WBA's annual spring meeting in Milwaukee a fortnight ago. A highlight was presentation of a $100 check to Mary Ellen Zanton, one of four winners of the "Voice of Democracy" contest and guest at the meeting. Hugh K. Boice, Jr., vice president and general manager of WEMP and WBA president, and its public relations committee will set up the scholarship and public service award programs, the latter for contributions to music, education, politics, etc.

The WBA meeting followed a BMI clinic May 20 with James Patterson, public relations director of Standard Oil Co. of Indiana, as banquet speaker.

Goodson Heads N. Y. ATAS

ACADEMY of Television Arts & Sciences, New York chapter has announced the election of Mark Goodson, Goodson-Todman Productions, as chapter chairman for 1957-58 season. Other officers chosen: Robert F. Lewine, NBC, first vice chairman; Hubbell Robinson Jr., CBS-TV, second vice chairman; William J. Bratter, New York attorney, secretary; Lawrence Langner, Theatre Guild, treasurer, and Robert M. Carr, New York, certified public accountant, assistant treasurer.

STP Forms Nominating Group

NOMINATING committee to draw up a slate for officers of the new Society of Television Pioneers has been named by its acting chairman, W. D. (Dub) Rogers, KDUB-TV Lubbock, Tex. Members of the committee are Richard B. Rawls, KPHO-TV Phoenix, Ariz., chairman, and P. A. (Buddy) Sugg, WKY-TV Oklahoma City. Officers, to be selected from a 15-man board of directors, are president and three vice presidents. Mail ballots will be sent to Glenn Marshall Jr., WMBR-TV Jacksonville, Fla., STP secretary.

TRADE ASSOCIATION SHORTS

National Assn. of Tv and Radio Farm Directors announces its 1957 directory, now available for distribution. Directory contains complete listing by states of all NATRFD member farm radio and tv programs, complete list of NATRFD members, report on farm broadcasting services offered by land-grant colleges and other educational agencies and analysis of services of farm broadcasting. Single copies of directory are available on request from Mal Hansen, WOW Omaha, Nebr.

National Electronic Distributors Assn. announces move of quarters to 343 S. Dearborn St., Chicago. Telephone: Harrison 7-5526.

FIRST

*IN 51 OF 72 COMPETITIVE

Daily QUARTER HOURS in Rochester, N.Y.

and tied for first Four times!

	WHEC	STATION B	STATION C	STATION D	STATION E	STATION F**
FIRSTS	51	13	4	0	0	0
Ties for First	4	1	3	0	0	0

** Latest Rochester Metropolitan Area PULSE, March 1957.*
(Mondays thru Fridays—Sign on to Sign-off.)
*** Station signs off at local sunset.*

WHEN WHEC SPEAKS . . . ROCHESTERIANS LISTEN!

BUY WHERE THEY'RE LISTENING: —

CBS WHEC of Rochester
NEW YORK
5,000 WATTS

Representatives: EVERETT-McKINNEY, Inc. New York, Chicago, LEE F. O'CONNELL CO. Los Angeles, San Francisco

Cincinnati's Most Powerful
Independent Radio Station

50,000 watts of SALES POWER

WCKY

CINCINNATI, OHIO
THE L.B. Wilson STATION

WCKY CINCINNATI

On the Air everywhere 24 hours a day—seven days a week

KCOP (TV), WMTV (TV) ARE SOLD

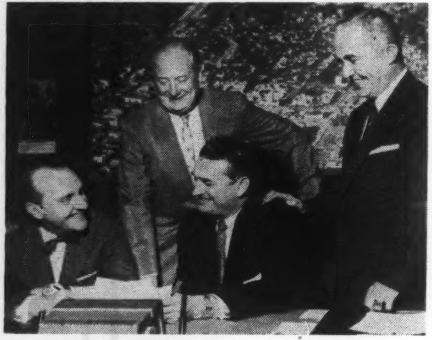
SALES of KCOP (TV) Los Angeles to Kenyon Brown-Bing Crosby group and of uhf WMTV (TV) Madison, Wis., to principals associated in the ownership and management of WTVJ (TV) Miami, Fla., were reported last week.

Brown-Crosby Group Pays $4 Million for Los Angeles Tv

KCOP (TV) Los Angeles, ch. 13 independent, has been sold by Copley Press Inc. to a group comprising Kenyon Brown, Harry L. (Bing) Crosby, George L. Coleman and Joseph A. Thomas [B•T, April 8]. The $4 million sale was announced last week by Jack Heintz, KCOP vice president-general manager.

The buyers, except Mr. Thomas, already own KFEQ-AM-TV St. Joseph, Mo. (KFEQ-TV is ch. 2, CBS affiliated), which they bought in 1955 for $550,000 from Barton Pitts. Mr. Brown also owns outright KWFT Wichita Falls and KLYN Amarillo, Tex.; 50% of KANS Wichita, Kan.; 49% of KBYE Oklahoma City, Okla., and 33⅓% of KGLC Miami, Okla. Film star Bing Crosby and Mr. Coleman each own 6% of KGLC. Mr. Thomas is a senior partner in the New York investment banking firm of Lehman Bros.

KCOP went on the air as KLAC-TV in 1948. It was owned then by Mrs. Dorothy Schiff Sonnenborn *(New York Post)*. The ch. 13 station was sold to Copley Press in 1954 for $1,375,000. Copley Press owns a chain of newspapers in California and Illinois.



CONSUMMATING *the sale of KCOP (TV) Los Angeles (l to r): seated, Jack Heintz, KCOP vice president-general manager; Kenyon Brown, member of purchasing group; standing, Ray Hamilton, Hamilton, Stubblefield, Twining & Assoc. (broker), and Paul A. O'Bryan, attorney.*

It is understood Mr. Brown will move to Los Angeles as principal executive officer of KCOP after the sale is approved by the FCC. Application for transfer will be processed and filed with the Commission shortly.

Except for Mr. Heintz, there are no staff changes planned. Negotiations were handled by station brokers Hamilton, Stubblefield, Twining & Assoc.

Bartell Stations Sell WMTV (TV) To WTVJ (TV) Group for $550,000

THE Bartell Stations have sold WMTV (TV), ch. 33, Madison, Wis., to WMTV Inc. for $550,000. WMTV Inc. is owned by Wometco Television & Theatre Co., Lee Ruwitch and Gordon Sherman. Wometco is permittee of WTVJ (TV) Miami, Fla., and 20% owner of WFGA-TV Jacksonville, Fla. Mitchell Wolfson and Sidney Meyer control Wometco, Mr. Ruwitch is executive vice president-general manager of WTVJ and Mr. Sherman is president of WMAY Springfield, Ill.

Last summer WIBA Madison was negotiating to merge with WMTV. The merger fell through. WIBA is owned by the *Capital Times* and *Wisconsin State Journal.*

During the last five weeks the Bartell Stations have made three other changes. WAPL Appleton, Wis., was sold to Connie Forster and associates for $100,000 [B•T, May 6]. Bartell bought WBMS Boston, Mass., from Jack N. Berkman for $200,000 [B•T, May 13]. Gordon Broadcasting Co. (WSAI-AM-FM Cincinnati, Ohio) sold WILD Birmingham, Ala., to Bartell for more than $300,000. These transactions are awaiting FCC approval.

Bartell now retains, in addition to the recently acquired properties, WOKY Milwaukee. WAKE Atlanta, KCBQ San Diego and KRUX Phoenix.

J. B. Fuqua has purchased 35% of WJBF-TV, ch. 6, Augusta, Ga., from Martin Thetres of Georgia Inc. for $300,000. Mr. Fuqua also bought 6% from Donald M. Kelly. The Martin group obtained their interest for about $130,000, in a merger of competing applications, for ch. 6 in 1953. Martin operates WDAK-TV Columbus, Ga. Mr. Fuqua, formerly a 59% stockholder, is now sole owner of the station.

Joseph E. McNaughton and family have sold the construction permit for ch. 9 KDHS (TV) Aberdeen, S. D., to North Dakota Broadcasting Co. for $2,447 for out-of-pocket expenses spent securing the cp. North Dakota owns KCJB-AM-TV Minot, KXJB-TV Valley City, KBMB-TV Bismarck and KSJB Jamestown, all N. D. The McNaughtons operate WCRA Effingham, WRMN Elgin, both Ill., and KXGI Fort Madison, Iowa.

WSPD-TV Paducah Goes on Air

WSPD-TV Paducah, Ky., took to the air last Tuesday on ch. 6 as an NBC-TV interconnected affiliated. The station received its grant last Nov. 14. It is operated by Pa-

Agency Executive Sold on Audit Bureau of Circulations

G. T. ARTHUR
Director of Media
Fuller & Smith & Ross Inc.,
New York

"I regard ABC reports as one of the most vital tools available to advertisers and their agencies. As a good reporter to get the full story, must identify the who, what, where and how, so a media man must have the fast, authoritative answers to the 'who,' the 'how many' and the 'where'. ABC reports are the 'insurance policies' that provide these answers."

B•T is the only paper in the vertical radio-tv field with A.B.C. membership . . . your further guarantee of integrity in reporting circulation facts. B•T, with the largest paid circulation in its field, is basic for subscribers and advertisers alike.

BROADCASTING TELECASTING
THE BUSINESSWEEKLY OF RADIO AND TELEVISION

THIS QUINTET *sealed the ownership change of WMTV (TV) Madison, Wis. L to r: Louis Wolfson II, film buyer, WTVJ (TV) Miami; Donald Mercer, NBC-TV director of station relations; Gerald A. Bartell, president of Bartell Radio-Tv Group; Mitchell Wolfson, president of WTVJ, and Lee Ruwitch, WTVJ executive vice president-general manager.*

ducah Newspapers Inc. with E. J. Paxton Jr., son of the publishing firm president, as vice president-general manager. Class A onetime hourly rate is $400. John E. Pearson Television Inc. is national representative.

Nierman, Jahncke To Petry Co. Posts

PROMOTION of Martin L. Nierman to vice president and national sales manager of the television division and the addition of Ernest Lee Jahncke Jr. as vice president and assistant to the president of Edward Petry & Co., pioneer station representation firm [Closed Circuit, May 27], were announced last week by Edward Petry, president.

The appointments were effective June 1. They followed the resignation of Thomas E. Knode as vice president in charge of tv and head of the company's plans board, but they reflect a realigned organizational setup. While Mr. Nierman heads tv sales, Mr. Jahncke will operate in both radio and television, presumably with assignments embracing station relations and management as well as sales. William Maillefert is vice president in charge of radio.

Mr. Petry also announced the promotion of Ted Page from tv account executive to assistant sales manager.

In another move, Charles Phillips was reported unofficially to have resigned as sales development manager.

Mr. Nierman, with the Petry firm for eight years, started as a radio salesman in New York, switched to tv sales in 1953, and has been eastern sales manager for television since July 1956. He has done extensive sales development work with advertisers new to radio and television, and also supervised the development of rate recommendations for Petry-represented tv stations. Before joining Petry he was with Pan American Broadcasting Co., stations representative.

MR. NIERMAN

MR. JAHNCKE

Mr. Jahncke moves to Petry after 10 years with ABC, the last four of which he served as vice president and assistant to the president. He left last November, following the top-command changes in which Leonard H. Goldenson, president of the parent American Broadcasting-Paramount Theatres, assumed active direction from then-President Robert E. Kintner.

Widely known in radio-tv, Mr. Jahncke rose through ABC's station relations department, of which he became head in 1949, and served as vice president in charge of the radio network in 1950-52.

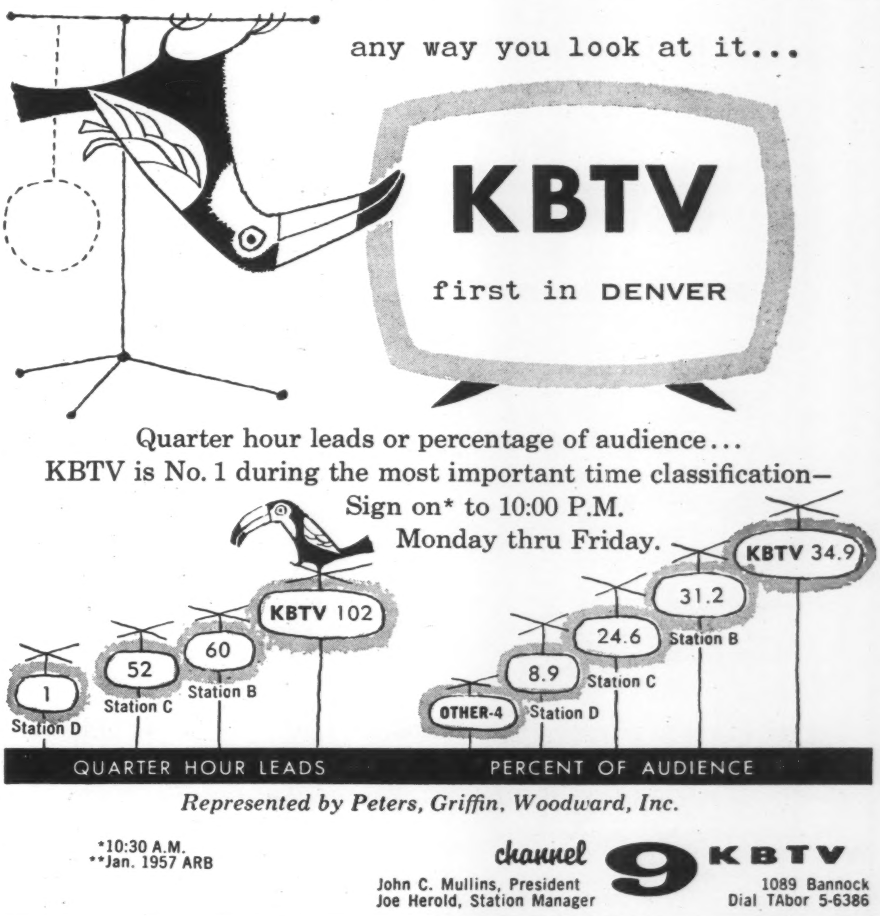
His ABC duties included participation in formulation of policies and contract negotiations, supervision of labor relations, representation of ABC before FCC and congressional committees, sales and program planning, and client contact work. Before joining ABC he was in the traffic and station relations departments of NBC.

Mr. Page joined the Petry company in 1955 as a tv salesman after three years with the George Hollingbery Co., also station representatives. Before that he was a traffic executive with ABC for two years and in the retail merchandising division of *Life* magazine for two years.

WHTN Ready to Hike Power

WHTN-TV Huntington, W. Va., subject to FCC approval, will soon increase its telecast power to the 316 kw maximum from a new 1,000 foot tower costing approximately $400,000.

The station also is constructing new studios.



any way you look at it...

KBTV

first in DENVER

Quarter hour leads or percentage of audience...
KBTV is No. 1 during the most important time classification—
Sign on* to 10:00 P.M.
Monday thru Friday.

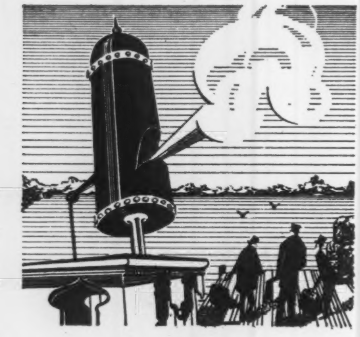
Represented by Peters, Griffin, Woodward, Inc.

*10:30 A.M.
**Jan. 1957 ARB

channel 9 KBTV

John C. Mullins, President
Joe Herold, Station Manager

1089 Bannock
Dial TAbor 5-6386



ALL ABOARD!

Oldtime Ohio River steamboat whistles let passengers know it was time to get under way. The more forceful the whistle, the bigger the boat . . . the more passengers it could carry . . . the faster it took them further.

Similarly, the latest Nielsen figures sound a forceful blast for WSAZ-TV in today's busy Ohio River market. With an audience of over half a million TV homes in 69 countries, WSAZ-TV reaches (says Nielsen) 100,580 *more* homes on weekday nights than the next-best station. And it's the consistent leader around the clock!

This is impressive traveling—and to very prosperous ports of call where income has never been so high. Get aboard this prime mover of goods and let WSAZ-TV blow your own whistle where it will be heard — and heeded — most. The gangway is down at any Katz office.

WSAZ-TV
CHANNEL 3

HUNTINGTON-CHARLESTON, W. VA.
N.B.C. NETWORK
Affiliated with Radio Stations
WSAZ, Huntington & WKAZ, Charleston
LAWRENCE H. ROGERS, PRESIDENT
Represented by The Katz Agency

DuMont Names Buckley Sales-Programs V.P.

RICHARD D. BUCKLEY, president of the WNEW New York Division of DuMont Broadcasting Corp., last week was named to additional duties as vice president in charge of programming and sales for all DuMont tv and radio stations.

MR. BUCKLEY

The appointment, announced by DuMont President Bernard Goodwin, was one of a series of changes designed to advance the operations of the three DuMont outlets: WNEW, WABD (TV) New York and WTTG (TV) Washington. The realignments follow DuMont's acquisition of WNEW in a record-setting $7.5 million cash-and-stock deal in which Mr. Buckley, then 25% owner as well as president of WNEW, became the second largest single stockholder of DuMont [B•T, March 25].

In another key change announced by Mr. Goodwin, WNEW Program Manager John M. Grogan was appointed to the same post at WABD, effective July 1. His successor at WNEW has not been designated. The position of program manager at WABD has been vacant for some time.

Other changes:

Richard L. Geismar, assistant treasurer of DuMont and executive assistant to Mr. Goodwin, will extend his services to WNEW as well as to the tv outlets.

Robert A. Dreyer, general counsel for DuMont, also will act in that capacity for WNEW.

Mr. Goodwin said that Bennet H. Korn remains as vice president and general manager of WABD and that Vice President Ted Cott will continue "in the creative area for DuMont."

In taking over the programming and sales vice presidency for all DuMont stations, Mr. Buckley adds substantially to his responsibilities without diminishing those he holds as president of the WNEW Division. He explained his objectives thus:

"What we are attempting to accomplish in the DuMont organization is a dynamic approach to programming and sales. We will present the very best in television and radio programming. We will set our sights in an area of new ideas, new concepts of broadcasting, and greater service.

"To the advertisers, the people who support the broadcasting medium, the fair and sound policies that have added strength to the broadcasting industry through the years will be applied. We will be most emphatically supplying first-rate service to our audience and to the advertisers."

Mr. Goodwin evaluated the overall changes as being part of an effort "to utilize the best people we have available in the entire DuMont operation. I am sure that the contributions of talent and effort everyone will make to the company will add strength and know-how that will make DuMont in the coming years one of the outstanding broadcasting organizations in the country. All of our people are pledged to bring the very best in entertainment and service to our viewing and listening audience."

He said that Mr. Buckley's "background and success as president of John Blair Co., radio and tv station representatives, and his progressive leadership as president of WNEW in the two important operational phases of sales and programming, will be of invaluable aid to the corporation."

With approximately 10% of DuMont stock, Mr. Buckley as a shareholder is second only to Paramount Pictures Corp., which owns 26.6%.

Of the Grogan appointment, Mr. Goodwin said the new WABD program manager will take to the job "25 years of top-grade experience in radio, television, and advertising agency operations, a substantial plus factor for . . . WABD."

McCall Announces Resignation

FRANCIS C. McCALL has resigned as general manager of Public Service Television, Inc., the National Airlines subsidiary which holds grant for ch. 10 WSPT-TV Miami. The station is not yet on the air. No decision has been made about naming a successor to Mr. McCall, whose resignation became effective last Friday.

MR. McCALL

Immediately following his resignation, Mr. McCall was named vice president in charge of sales for the Cellomatic Corp., television production and sales meetings specialists. He will make his headquarters in Cellomatic's New York office.

KETV (TV) Elects Thomas V. P.

EUGENE S. THOMAS, general manager of KETV (TV) Omaha, has been elected vice president of the Herald Corp., owner of the Omaha station. He has been a board member since he joined the Herald Corp. in 1953.

MR. THOMAS

Mr. Thomas was first chairman of the Television Board of Directors of the NARTB, and has served on the board of directors of the Advertising Federation of America, the Radio and Television Executives Society, and other industry organizations. Prior to his association with the Herald Corp., he was vice president in charge of television of the George P. Hollingbery Co.

Broadcaster Libel Insurance Now Available, Myers Reports

BROADCASTERS are now able to insure themselves against suits for defamation, libel, slander, infringement of copyright, invasion of privacy, unauthorized use of ideas, formats or plots which have to be defended, no matter how mistaken the plaintiffs may be or how diligently the alleged offense was avoided, Robert P. Myers, of the Los Angeles legal firm of Lillick, Geary, McHose, Roethke & Myers, told the May meeting of the California Copyright Conference.

A number of companies now offer such policies, Mr. Myers said, including Fireman's, Lloyd's and Seaboard, three companies which his law firm represents. Cost of such a policy for a weekly 60-minute dramatic series would be about $37.50 a program, he said, noting that this is for a policy with a $50,000 deductible clause. For a somewhat higher payment, a policy is available with no deduction, or one with a deduction of $100,000 can be had at a lower rate, he said. These policies are avilable to advertisers, advertising agencies, program producers, film companies and broadcasters.

Mr. Myers cited the "Slowpoke" suit, where publication of a song of that title evoked a suit from the writer of another song of the same name published some five years earlier by "a young lady who was sincerely convinced that her property had been stolen."

He urged broadcasters and others concerned with programs, songs, plots, slogans and ideas to follow three simple rules: 1. Establish the soundest clearance procedures possible. 2. Get a good lawyer and listen to his advice. 3. In case the clearance procedure fails and the lawyer is mistaken, buy an insurance policy.

O'Grady to Young in Chicago

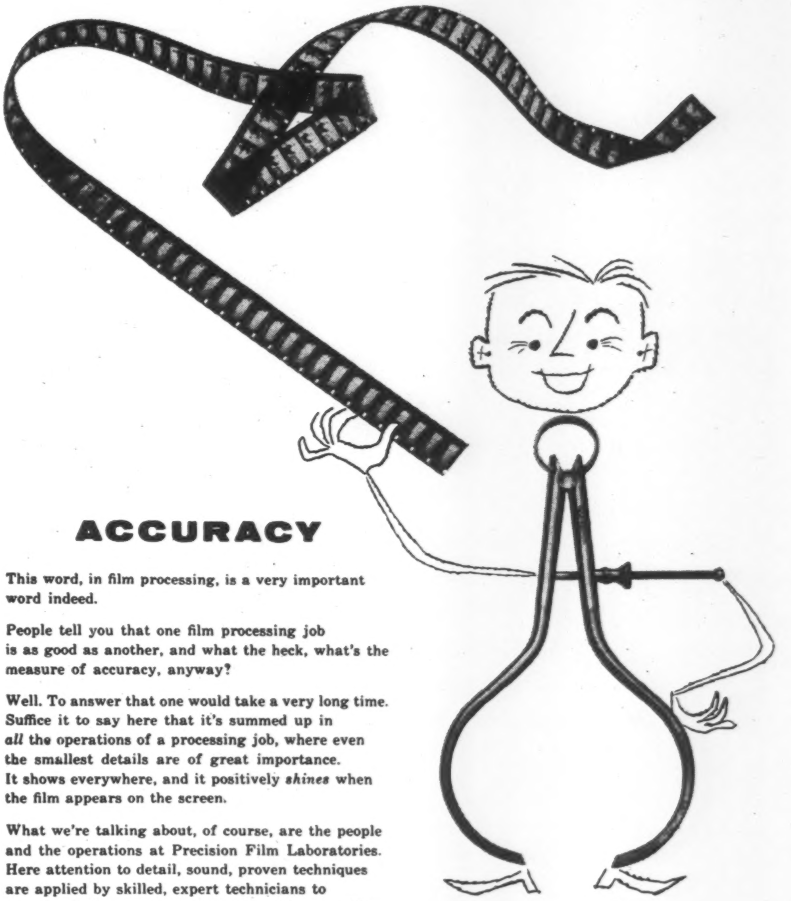
JAMES F. O'GRADY, assistant sales manager of Young Television Corp., New York, has been transferred to Chicago as the midwest sales manager of the Adam Young representative firms effective today (Monday).

MR. O'GRADY

Mr. O'Grady started with ABC as a page in 1944. Except for a two-year military hiatus, he remained with ABC, serving in various departments until 1953, when he was assistant manager, radio and tv, in co-op sales. He then joined the DuMont Tv Network in station relations, and in 1954 was appointed manager of the network sales service department. He joined Young Television in 1955.

WCLM-FM Now Broadcasting

WCLM-FM Chicago officially went on the air from 5 p.m. to midnight on May 25. The commercial outlet said it received 100 telegrams and phone calls expressing satisfaction with both fidelity and music programming.



ACCURACY

This word, in film processing, is a very important word indeed.

People tell you that one film processing job is as good as another, and what the heck, what's the measure of accuracy, anyway?

Well. To answer that one would take a very long time. Suffice it to say here that it's summed up in *all* the operations of a processing job, where even the smallest details are of great importance. It shows everywhere, and it positively *shines* when the film appears on the screen.

What we're talking about, of course, are the people and the operations at Precision Film Laboratories. Here attention to detail, sound, proven techniques are applied by skilled, expert technicians to assure you the *accurate, exact* processing your films deserve to justify your best production efforts.

Accuracy is a must for TV – for industrials – for education – for *all* movies.

you'll see **and hear**

PRECISION
FILM LABORATORIES, INC.
21 West 46th Street, New York 36, New York
A DIVISION OF J. A. MAURER INC.

In everything, there is one best . . . in film processing, it's Precision

The better equipped stations are dominating the field with more listeners and more advertisers

GATES

GATES RADIO COMPANY
MANUFACTURING ENGINEERS SINCE 1922
QUINCY, ILL., U. S. A.

boasting?...

no ... toasting!

the only promotion of its kind in the big Boston *market.*

WORL

HOUSEWIVES' Luncheons

are designed to *SELL YOUR FOOD PRODUCTS* in Boston!

1) Your product is served on the Luncheon Menu.
2) 150 housewives, the ultimate people to impress, are the honored guests at these catered "white linen" luncheons. They sample your product, and go home "SOLD!" Your advertising claims are proved!
3) WORL's 4 top disc jockeys (all super air-salesmen) emcee the affair.
4) THE ENTIRE HOUR IS BROADCAST, with spotlight emphasis on *your product.*
5) A few who've participated in these already famous Luncheons: Habitant Soup, Friends' Beans, Heinz Beans, Victor Coffee, Tetley Tea, Nescafe, Coca Cola, Manischewitz Wine, Sara Lee Bakery Products, and scores of others!

THIS UNIQUE PROMOTION IS AVAILABLE TO FOOD ADVERTISERS on

WORL

BOSTON
5000 WATTS
950 ON THE DIAL
For details, contact
Headley-Reed Company

TAX THREATENS L.A. STATIONS

RADIO and tv station managers in Los Angeles have been asked for information as to how their operations and their revenue divide into strictly local activities and into those which are categorized as other than local. Object of the questioning is the desire of the city to collect from the broadcasters the same sort of tax on gross income that is paid by other businesses within the city under a license, sales and use tax ordinance adopted in 1946.

To learn about the proposed tax on broadcast operations and why it is now being considered more than a decade after the enactment of the ordinance, B•T went to City Hall in Los Angeles, talked to Sam E. Weiss, principal accountant, city clerk's office, license and sales tax division, and John W. Rhodes, senior auditor of the same office, and was given a copy of the ordinance. The 115-page book lists more than 200 business classifications and the method of taxing each and in addition includes this paragraph which Messrs. Weiss and Rhodes said would apply to the broadcasters:

"Sec. 21.190 (a) every person engaged in any trade, calling, occupation, vocation, profession or other means of livelihood, as an independent contractor and not as an employee of another, and not specifically licensed by other provisions of this article, shall pay a license fee in the sum of $12 per calendar year or fractional part thereof for the first $12,000 or less of gross receipts, and in addition thereto, the sum of $1 per year for each additional $1,000 or fractional part thereof, of gross receipts in excess of $12,000."

Exempted from the tax are receipts of non-profit charitable, fraternal, educational and similar organizations, receipts from a trade or profession which federal or state laws prohibit the city from taxing, and "receipts from the publication and sale of newspapers, magazines and other periodicals regularly issued at average intervals not exceeding three months."

The city spokesmen expressed no opinion as to why receipts from broadcast operations were not similarly exempted from the law. They did explain, however, that in 1946, after the ordinance had been adopted, the city's broadcasters met with the city attorney, who in accordance with the court decisions up to that time agreed that broadcasting stations were not taxable by the city. But postwar decisions have held that the purely local business of a station is subject to city tax, they said, noting that a number of municipalities, including New York, now tax the local business operations of broadcast stations located within their boundaries.

The city tax division executives stressed that to date their inquiry has been for information on which a formula for taxation might be based, that their efforts have been purely exploratory and that no request for actual dollar figures has been made or is contemplated at this time. "What we're after," they said in effect, "is full information on the way the stations do business so that with this knowledge it will be possible to frame a fair and reasonable method of taxation, if the city attorney, after getting all the evidence, decides that such a tax should be levied."

B•T's attempts to pin them down as to what constitutes "local" as opposed to "national" or "regional" or "statewide" were answered with "that has not yet been determined."

Interesting Questions

For example, would receipts from time sales to Procter & Gamble, a Cincinnati company, be considered as different for tax purposes from receipts from time sales to another national advertiser, Carnation Co., whose headquarters are located in Los Angeles? Would it alter the situation if the P&G order came from a Los Angeles agency rather than from one in New York or Chicago?

Since this tax would be imposed by the City of Los Angeles, a political entity which has no jurisdiction over such communities as Burbank (where NBC's West Coast headquarters are now located), would this mean that NBC would be exempt from the tax, while CBS, whose Los Angeles offices and studios are chiefly within city limits, would have to pay on its operations? What about a station whose studios and transmitter are located outside the city limits but which maintains a sales office inside the city?

What consideration should be given to the undisputed fact that a station's signal does not stop at city limits? The New York Law, as part of its tax formula, divides the number of radio or tv homes within the city by the total number within the station's service area to arrive at the proper percentage of the station's operations which are properly subject to city tax. If such a rule were fol-

WFDF Flint, Mich., last week noted its 35th anniversary with an increase in daytime power from 1 kw to 5 kw and cake cutting. L to r: Flint Mayor George M. Algoe and Elmer A. Knopf, acting general manager of WFDF.

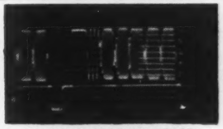
THEY'RE CHECKING VIDEO EVERYWHERE

WITH THE FAMOUS **TELECHROME** INCORPORATED

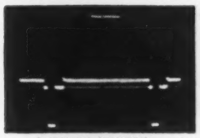
Model 1003-B

PORTABLE VIDEO TRANSMISSION TEST SIGNAL GENERATOR

★ Completely self contained ★ Portable ★ Multi-frequency burst ★ Stairstep ★ Modulated stairstep ★ White window ★ Composite sync ★ Regulated power supply.

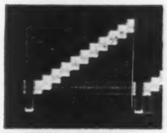


MULTI-FREQUENCY BURST AMPLITUDE vs FREQUENCY. Check wide band coaxial cables, microwave links, individual units and complete TV systems for frequency response characteristics without point to point checking or sweep generator.



WHITE WINDOW

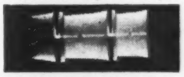
LOW & HIGH FREQUENCY CHARACTERISTICS. Determine ringing, smears, steps, low frequency tilt, phase shift, mismatched terminations, etc. in TV signals or systems.



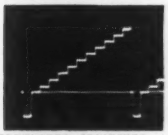
STAIRSTEP SIGNAL modulated by crystal controlled 3.579 mc for differential amplitude and differential phase measurement. Checks amplitude linearity, differential amplitude linearity and differential phase of any unit or system.

Model 1003-C includes variable duty cycle stairstep (10-90% average picture level).

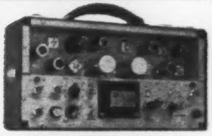
Model 608-A HI-LO CROSS FILTER for Signal analysis.



MODULATED STAIRSTEP signal thru high pass filter. Checks differential amplitude.



MODULATED STAIRSTEP signal thru low pass filter. Checks linearity.



1004-A VIDEO TRANSMISSION TEST SIGNAL RECEIVER for precise differential phase and gain measurements. Companion for use with 1003-B.

1521-A OSCILLOSCOPE CAMERA—Polaroid type for instantaneous 1 to 1 ratio photo-recording from any 5" oscilloscope.

TELECHROME INCORPORATED

DELIVERY 30 DAYS

Literature on the above and more than 100 additional instruments for monochrome and color TV by TELECHROME are available on request.

The Nation's Leading Supplier of Color TV Equipment
88 Merrick Road Amityville, N. Y.
AMityville 4-4446

lowed in Los Angeles, who would determine the service area of each station?

Steadfastly, the municipal executives maintained that only after the station operators have provided the city with the requested information can answers to questions like those above be given. One question, however, they could answer: if a Los Angeles city tax on broadcast operations is levied, when would it start? Their answer: in view of a three-year statute of limitations, the tax on broadcast operations, if levied in the near future, would begin with the taxable year of 1955, the tax to be based on 1954 receipts.

WFMJ-AM-TV First Station Elected to AAU Membership

WFMJ-AM-TV Youngstown, Ohio, has become the first stations in the country to be admitted as a full voting member of the Amateur Athletic Union.

Betty Baldwin, member of the AAU board of governors and a staff member at WFMJ, presented the membership certificate in appreciation of the station's special efforts to promote amateur competition. WFMJ programs radio and tv newscasts devoted exclusively to amateur sports, and has devoted special coverage to AAU events across the country. Membership in the AAU usually is limited to athletic clubs training competitors for amateur sports.

KTBC-TV
is growing older . . . taller . . . stronger . . .
NOW!
a TALLER tower
(1280' above average terrain)
MORE coverage
(1137' above ground)
and right in the HEART of TEXAS
KTBC
CHANNEL 7
CBS • NBC • ABC
316 kw
CBS
590 kc RADIO •
CBS
5,000 watts (LS)
AUSTIN, TEXAS
Represented Nationally by
Paul H. Raymer Co., Inc.

DATELINES OF THE WEEK

A sampler of radio and television news enterprise

LAWTON—Coverage of the May 25 tornado was easy for KSWO-AM-TV Lawton, Okla. —up to a point. That point came late in the evening when the tornado, bypassing downtown Lawton, came bearing down directly on the stations. After broadcasting warnings and descriptions of the twister, staffers switched off power and dived under desks when the storm was within 100 yards of the studios. All but a few adventurous observers and a film cameraman waited in their makeshift shelters for the worst to happen, but is never did. Just over the studios the twister lifted and roared off, doing no damage to the stations other than fraying the nerves of those inside.

As the tornado whirled away KSWO Radio returned to the air, coordinating news service from the station's downtown sales office. KSWO-TV came back on air later that evening with film of the storm's approach. With studios and transmitters cut off by high water, the situation was still far from normal. But staffers were able to make the trip by tractors and trucks, keeping radio and tv signals on the air.

FLAT RIVER—During a tornado emergency several days ago, the Unicity area of Missouri (Flat River, Desloge, Cantwell, Elvins and Esther—population 25,000) relied on KFMO Flat River almost entirely for continuing news and relief information. Before the tornado struck May 21 at Desloge and Cantwell, hundreds were able to flee to cover. Many gave sole credit for early warnings to KFMO, where Manager James F. Collins interrupted programs to give bulletins himself. (The home of Mr. and Mrs. Collins subsequently was ruined.)

After the twister struck, KFMO got emergency messages directly to listeners by means of a sheriff's radio car which was stationed at the studios, funneling information between Red Cross shelter headquarters and the state highway patrol. At the request of the Red Cross, Mr. Collins decided to keep the station on the air until four the following morning when tornado warnings stopped.

KANSAS CITY—On the western end of the state the tornado crisis came a day earlier. It found KCMO-AM-TV Kansas City ready. The stations put 11 newsmen on the job as weather authorities spotted the twister coming toward the metropolitan area. A full staff of cameramen also was standing by when KCMO-AM-TV began broadcasting precautionary bulletins and safety instructions at 6:35 p.m. When the twister struck, am and tv outlets were kept busy broadcasting eyewitness reports from mobile units, giving service reports and filming the disaster.

Early film footage was telecast by KCMO-TV the night of the storm. Subsequent film reports were incorporated into a tornado documentary telecast that weekend and evoked such response from viewers that the station had a report showing.

Throughout the night of the storm, tornado programming took over the whole KCMO-AM-TV schedule. Announcers, recruited as reporters, gave reports from every hospital and emergency office. Hard hit rural listeners got assistance after the storm through special efforts of the KCMO farm department which directed an elaborate farm cleanup campaign. Two days after the tornado struck, the KCMO radio and tv staffers had logged 100 hours overtime, and the stations' work in the recovery effort went on.

ST. LOUIS—After giving careful attention to the course of the disastrous storms as they bore down over neighboring areas, KXOK St. Louis was completely mobilized when they hit near home May 21 and 22. C. L. (Chet) Thomas, station vice president and general manager, called St. Louis headquarters of the American Red Cross suggesting a disaster fund and subsequent promotion by KXOK resulted in more than $10,000 collected. When a distress call came in from the Notre Dame Convent, which was being flooded, the emergency was mentioned in a newscast and one plea for help was broadcast. The school nuns got ample help with sand bags and pumps.

As the storm intensified over St. Louis, KXOK liaison was set up with police and

MAYOR Charles C. Dail of San Diego, Calif., with encouragement from William E. Goetze, executive vice president-general manager of KFSD-AM-FM-TV San Diego, scoops out the first spadeful in groundbreaking ceremonies for new KFSD radio and television studios. The $650,000 plant, to cover one full acre of a seven-acre site at 47th St. and Federal Freeway, is part of a 17-acre subdivision to be called "Broadcast City." After completion of the new KFSD studios and offices, planned for December, the stations will spend another $250,000 for new equipment.

emergency officials and standby equipment was readied. The station reports, however, that area damage from high winds and heavy rains was minor compared with destruction in other areas.

TULSA—KOTV (TV) Tulsa went down to the river to cover the Arkansas River flood May 18-19. Once there, the station was able to telecast pictures of the emergency during the entire weekend by using a portable generator in the ch. 6 station wagon behind the mobile unit and using a two-way radio to carry audio.

Staffers worked around the clock at the flood scene. The working day for engineers, reporters and supervisors lasted as long as 36 hours.

PATCHOGUE—WPAC Patchogue, N. Y., thinks it originated the first direct feed from the Manorville well site where little Benny Hooper was entrapped for some hours last month. As two reporters at the rescue scene fed reports back to WPAC, nearby on Long Island, the station in turn fed other outlets in New York, Providence, R. I., and as far away as Akron, Ohio, as well as the UP. WPAC's coverage was recognized by Rep. Stuyvesant Wainwright (R-N. Y.), who expressed a desire to insert in the *Congressional Record* a list of organizations participating.

CLEVELAND—A portable facsimile transmitter is enabling WEWS (TV) to put still pictures on the air immediately after they're taken. The system was demonstrated last fortnight when actor Thomas Mitchell came to town for the debut of his *O Henry Playhouse* on WEWS. WEWS newsmen, using Polaroid cameras, photographed his arrival at Cleveland Hopkins Airport at 11:02 p.m. The pictures were transmitted by the portable machine, hooked up to the telephone line, and were seen by viewers at 11:10 p.m.

PHILADELPHIA—WIP here got the story of a morning collision of two trolleys on the air before transportation company officials knew of the accident. The first bulletin, ironically, went out over the *Start the Day Right* show at 8:30 a.m. EDT, seven minutes after the accident. Followup coverage, after the original tip from the station's fire department reporter, included a police eyewitness report, an account by a woman operator of one of the trolleys, hospital reports of names and addresses of more than 30 people injured and rescue description.

FAIRFAX—News reports now can be aired directly from a mobile unit at WFRC Fairfax, Va. A portable broadcast transmitter, designed by WFRC's Chief Engineer Joe Terrien, will transmit on a frequency of 1622 kc. Signals then are converted to 1310 kc at the main transmitter and are ready for immediate broadcast at the flip of a station switch.

Drake to Head KLIF Dallas

DALE DRAKE, national sales manager for KFJZ-AM-TV Fort Worth and the Texas Network, has been named general manager of KLIF Dallas, effective June 1. He succeeds William S. Morgan, who has been named vice president in charge of programming for the American Broadcasting Network (ABC Radio) [B•T, May 27].

DOING FINE
OR
MARKING
TIME?

The SESAC Transcribed Library
makes the difference

because . . .
It's a proven revenue producer.

because . . .
Its distinctive repertory performed by top talent attracts and holds the audience your clients want to reach most.

A Complete Program Service available in its entirety or in sections at low monthly cost.

Write Now
The Sooner the Bigger—Audience!

SESAC INC.

THE BEST MUSIC SESAC IN AMERICA

THE COLISEUM TOWER
10 COLUMBUS CIRCLE
NEW YORK 19, N. Y.

FEEL TIRED, RUN DOWN? TRY CHIEF PHANGOS..

FILTER YOUR SMOKE SIGNALS ON TV!
ADVERTISERS PREFER THE NEW TELEPROMPTER
MOD V*, WITHOUT RESERVATIONS!

*Patents Pending

TELEPROMPTER SERVICE

TELEPROMPTER CORPORATION
311 West 43rd St., New York 36, N. Y. • JUdson 2-3800
HERBERT W. HOBLER, *V. Pres. Sales* JAMES BLAIR, *Eqpt. Sales Mgr.*
LOS ANGELES • CHICAGO • WASHINGTON, D.C. • PHILADELPHIA
DETROIT • MIAMI • TORONTO • LONDON

WVET "Line up"

WANTED
TOM DECKER
WANTED
WILL MOYLE
WANTED
BOB GLACY
WANTED
BOB TREBOR
WANTED
KEN POWELL

Rochester's 5 Most Wanted*· Men

They want Bob Trebor, Will Moyle and Bob Glacy because these DJ's are tops in personality and persuasiveness in following WVET's unique policy of presenting enjoyable music everyone likes . . . especially adults.

They want Tom Decker and Ken Powell because they're ace newscasters. Tom's also Rochester's best-liked sportscaster.

Yes, with MELODY FIDELITY and EVERY-HOUR NEWS from dawn to sign-off, WVET is NUMBER ONE in Rochester Radio for the RECEPTION and RESULTS your clients want, need and deserve.

*WANTED . . . by audiences and advertisers!

1280 K. C. 5000 WATTS

MUSIC NEWS ABC

WVET

RADIO

ROCHESTER, N. Y.

Represented Nationally by
THE BOLLING COMPANY

Illinois AP Radio Association Announces Station News Honors

WINNERS of the first annual Illinois Associated Press radio newswriting contest were announced last week by the Illinois AP Radio Assn.

WKRS Waukegan won first prize for the development and origination of news for AP during 1956. This award was based on outstanding cooperation in the supplying of news stories and tips throughout the year.

WBBM Chicago won five of the six awards in the metropolitan division of the contest.

WSOY Decatur won three awards in the non-metropolitan division, including its selection as the station having the best general excellence of news presentation.

Winners in the metropolitan division were:

Best regularly scheduled news program: first, WBBM (*Julian Bentley News*); second, WBBM-TV Chicago (*Fahey Flynn News*).

Best regularly scheduled farm show: first, WBBM (*The Country Hour*).

Best regularly scheduled sports show: WBBM (*John Carmichael's Sports Final*).

Best special events coverage: first, WBBM (*For the Record*).

Best documentary program: first, WBBM-TV (*UN in Action*); second, WBBM (*Ear on Chicago*).

Best general excellence of news presentation: WBBM.

Winners in the non-metropolitan division were:

Best regularly scheduled news program: first WSOY (*Ten O'clock Edition of the News*); second, WTAX Springfield (6 p.m. newscast); third, WLPO LaSalle (*Highlights From the Headlines*).

Best regularly scheduled farm show: first, WMIX Mt. Vernon (*WMIX Farm and Home Hour*).

Best special events coverage: first, WTAX (Hungarian refugees); second, WGIL Galesburg (city council battle); third, WIBV Belleville (*Meet the Issue*).

Best documentary program: First, WSOY (*Year End Review of Local News*); second WLPO (*Year End Summary*).

Best editorial or commentary program: first, WMIX Mt. Vernon (*Comment*).

Best general excellence of news presentation: WSOY.

Judges were from the Medill School of Journalism at Northwestern U., Evanston, Ill.

WBC's Harmon, Pack Honored

RALPH N. HARMON, engineering vice president of Westinghouse Broadcasting Co., and Richard M. Pack, programming vice president, received the Westinghouse Order of Merit and the Silver W from the board of directors of the Westinghouse Electric Corp. The awards are the highest honors conferred by the parent organization.

The presentations were made at an awards dinner in Pittsburgh May 28 by Gwilym A. Price, president and chairman of Westinghouse Electric. Mr. Harmon and Mr. Pack were cited for their "outstanding contributions to Westinghouse leadership in both the technical and the creative aspects of broadcasting."

Judges Named for IIO Awards

A PANEL of six judges was announced last week by Earl D. Osborn, president of the Institute for International Order, for the second Action for Peace in Our Town radio competition. The final day for entering the competition is June 15.

Cash awards totaling $2,000 are offered for the best 15-minute radio programs on the topic of what can be done to help achieve world peace. Winnings are divided equally between the radio station and the community organization that cooperates in presenting the program. Two special awards are being offered this year to college-supported-and-operated stations and campus groups. Judges are Franklin Dunham, chief of radio-tv, U. S. Office of Education; John K. M. McCaffery, NBC; Dick Shepard, WNEW New York; Jack Sterling, WCBS New York; Judith Waller (formerly with NBC), and C. C. Williamson, president, American Council for Better Broadcasts.

NBC Sets Deadline for Award

APPLICANTS have until June 30 to file for NBC's third annual President's Award to be announced no later than Aug. 15. The award was set up in April 1955 to help perpetuate high standards in directing, producing and staging of radio and tv programs. The grant is not less than $4,000 and not more than $6,000. The award is open to all U. S. applicants between the ages of 25 and 35 who show unusual skill and promise in the broadcasting field. The recipient is given the opportunity to study and work under major directors, producers or executives of the broadcasting or theatrical fields.

AWARD SHORTS

Ross Roy, president, Ross Roy Inc., received Civic Award from Detroit Education Assn. for "outstanding contribution to the youth of this community."

Bob Mockler, WOW-TV Omaha, Neb., received Civic Achievement Award from LaSalle Club for "outstanding contribution to the community for his photographic work on the film, *Regimented Raindrops II.*"

NBC-TV received plaque for *Father Knows Best* from American Baptists as "outstanding sponsored television program that portrays the highest Christian principles in family relationships."

KYW Cleveland, Ohio, received award from Radio-Television Council of Greater Cleveland for its *Traffic Court* program.

Bryson Rash, commentator, WRC-AM-TV Washington, received citation for "good programming, high standards and accomplishments" from Business and Professional Women's Clubs of the District of Columbia Inc. He also was named alumnus of year at American U.'s Annual Alumni Reunion Banquet.

John V. L. Hogan, president, Hogan Labs Inc., N. Y., to be awarded honorary degree of Doctor of Engineering by Polytechnic Institute of Brooklyn.

Paul Long, news editor, KDKA Pittsburgh, honored with plaque "in recognition of outstanding public service" by Greater Pittsburgh Squadron of the Air Force Assn. on golden anniversary of U. S. Air Force.

Harry Middleton, production manager, WTVD (TV) Durham, N. C., and **Charlie Cash,** WTVD promotion, received two of five Key Men Awards given yearly at Durham Jaycees annual "Bosses Night."

they demand quality

you demand economy

everybody's happy with

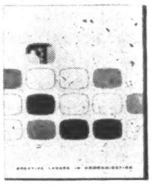
COLLINS TV-STL

the first to combine quality and economy

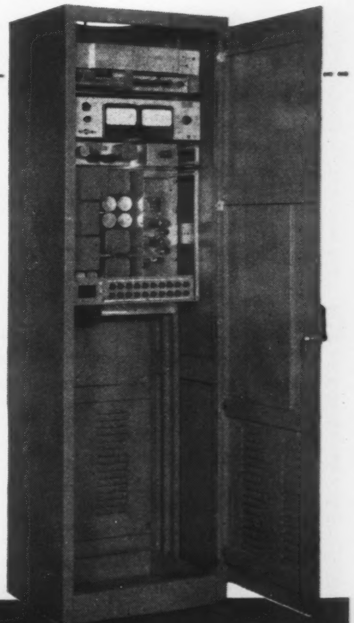
Collins new TV-STL keeps everybody happy. Careful attention to engineering and manufacturing detail results in a true, reliable signal from studio to transmitter — gives your viewers the quality transmission they deserve. Whether you are transmitting NTSC color or monochrome, Collins gives you the video and audio quality that will protect your reputation.

The economy of the system is a product of simplified circuitry and service-free reliability. And the economy of a top on-the-air record needn't be explained.

Collins TV-STL is compact, too. Each terminal is contained in a single rack or cabinet with provisions for complete standby with no additional floor space. Engineers appreciate its convenient operation. It is a complete indoor installation. The IF amplifier is permanently tuned and all components are conservatively operated.



Send for this illustrated brochure on Collins TV-STL for complete specifications and details



Collins New [illegible] for STL Microwave Relay System

Collins CREATIVE LEADER IN COMMUNICATION

COLLINS RADIO COMPANY, 315 2nd Ave. S.E., Cedar Rapids, Iowa • 1930 Hi-Line Dr., Dallas 2700 W. Olive Ave., Burbank • 261 Madison Ave., New York 16 • 1200 18th St. N.W., Washington, D.C. [illegible]

CONSISTENCY

There are all kinds, but if you've wondered about **advertiser consistency** in the helter-skelter Southern California market, KTTV has the proof...

On Sunday, November 4, 1951, Inglewood Park Cemetery sponsored its first remote telecast of an entire church service.

Planned then as a brief public service series, Great Churches of The Golden West presents its 300th consecutive telecast this month.

That's consistency...

Other, more worldly advertisers who have been with KTTV **continuously** for more than 5 years:

BONDS
BROWN & WILLIAMSON
HILLS BROS. COFFEE
NATIONAL BISCUIT
PACIFIC TELEPHONE & TELEGRAPH
RICHFIELD OIL
SEARS

Your Blair man has a stirring sermon on KTTV and **consistency...**

KTTV
Los Angeles Times-MGM Television
Represented nationally by **BLAIR-TV**

NBC-TV ANSWERS 'WHAT IS A NETWORK?'

"What is a network?"

This question, among others, cropped up last December during the NBC anniversary meeting in Miami, as the network's executives discussed ways and means by which to "sell" network television—on an institutional level—to the American viewer *en masse*.

Last week, the question was answered as NBC-TV unveiled a new series of tv spot announcements that now are being seen at various intervals during the broadcast day.

The four one-minute "features," all narrated by NBC Newsman Frank Blair, discuss in both aural and visual terms the way NBC brings the audience the "best" in news coverage, entertainment programming, public affairs shows and great sports events. Highlighted are the *Project XX* series, *Producers' Showcase's* "Peter Pan" and "Jack and the Beanstalk," last summer's no-hitter game in Yankee Stadium, and the current world crisis.

The news "commercial" might serve as an example:

(Audio) Irving Levine: "This is Irving R. Levine reporting from Moscow where domestic problems . . ."

(Audio over) Welles Hangen: "Welles Hangen reporting from Cairo where Communism and Democracy . . ."

(Audio over) Frank Bourgholtzer: "This is Frank Bourgholtzer reporting from Bonn, West Germany."

(Video) And this is Frank Blair. Every day millions of Americans receive on-the-spot news reports like these as a matter of course. Such global coverage is possible for two reasons: network television, and the cooperation of your local station, the one you are watching right now. Obviously it would be wasteful for each station in the country to hire its own international news staff. But when almost 200 local stations join in a television network, then Paris, Rome, London and Moscow report directly to your living room. As a result, Americans have become the best informed people in the world. And, for you at home, it's as simple as this (he flicks on tv set—the letters "NBC" come in).

At this point, the local affiliate comes in and identifies itself.

The three other "commercials" also indicate that: Local stations cannot present spectaculars, cannot bring the World Series into the home without network affiliation, and neither can they devote the time, editing and research that goes into documentaries.

The credit for developing these spots goes to NBC's advertising department under David Porter.

NBC Gives 450 Hours of Film To Armed Forces Tv Stations

NBC has donated to the armed forces a total of more than 450 hours of new programming for use on the 23 television stations at U. S. posts abroad. The programming, consisting of more than 6,000 prints, "is the largest single block of programs ever made available by any network or other program source for the entertainment and information of American servicemen around the world," NBC claimed.

A large part of the programming is being made available by California National Productions, NBC subsidiary. This includes 11 half-hour series which CNP syndicates commercially, among them such leading attractions as *Silent Service*, which has been sold in over 100 markets since being put into syndication six weeks ago.

Among other NBC shows are 19 programs in the *Wisdom* series—interviews with great personalities of the times; a number of NBC spectaculars; and many top audience appeal shows now on the network, including *Groucho Marx—You Bet Your Life*, *People's Choice* and—of the *Hallmark Hall of Fame* series, "Richard II," "Macbeth," and "Cradle Song."

Frank Questioning in D. C.

THE "trouble" or controversial interview show will be introduced to the nation's capital June 17 when WWDC Washington opens the *Steve Allison Show* 10:30 p.m.-1 a.m. six nights a week. The program will originate live from Ceres Restaurant in the theatre district. Members of the listening audience will be able to phone questions to guests during interviews. "There will be no 'pussy-footing' on the show but it will stay within the bounds of good taste," according to Ben Strouse, WWDC president-general manager. Mr. Allison formerly did an interview program on WPEN Philadelphia. Mr. Allison was acquitted in Philadelphia April 5 of morals charges made by a grand jury last November [B•T, April 15].

ABC-TV to Salute KTVI (TV) In St. Louis Presentation

DESCRIBED as a "dramatic report on television's changing competitive picture," a Cellomatic presentation to agency and advertisers will be staged by ABC-TV in St. Louis June 12 to salute its affiliate there, KTVI (TV).

Said to include mostly "new material" since ABC-TV's big presentation earlier this year at New York's Waldorf-Astoria Hotel when the network claimed to be threatening NBC-TV's second-place ranking [B•T, Feb. 18], the St. Louis staging will be called "No More St. Louis Blues." KTVI, formerly

BUY SOUND-FACTOR PLAN
RADIO WSRS
GREATER CLEVELAND'S
NUMBER 1 STATION
SRS "Radio-Active" MBS

DERBY (Conn.) Mayor Anthony Dirienzo (l) congratulates WADS (Ansonia, Conn.) President-General Manager Sydney E. Byrnes during "Derby Salutes WADS" celebration [B•T, May 20] held in that city. Police estimated that over 5,000 people poured in and out of the community during the 12-hour remote anniversary broadcast which WADS conducted from a Main Street platform. Mayor Dirienzo stated that "It was one of the biggest days in the almost 300-year history of the city." During the event, the Derby Merchants Assn. planned a city-wide sale in honor of the station's first anniversary. The merchants were so pleased with the results that they asked Mr. Byrnes for his verbal promise that the station would join in making the birthday celebration of the station an annual event.

affiliate for both ABC-TV and CBS-TV, switched from uhf ch. 36 to vhf ch. 2 April 15 and has become the exclusive ABC-TV affiliate, the network said. The change was part of the FCC's uhf-vhf deintermixture actions.

To be held at the Chase Hotel, the ABC-TV presentation will have Oliver Treyz, vice president in charge of ABC-TV network, and Joseph Bernard, vice president and general manager of KTVI, as hosts. St. Louis ranks 11th in the U. S. in retail sales, ABC-TV noted. The June 12 material will review ABC-TV's "gains in the network picture, its improved coverage throughout the country and the outlook for the coming season."

NEWSY NEIGHBORHOOD

In Port Huron let WHLS the community-minded station—featuring 4 full time newsmen—deliver your message between newsbreaks.

WHLS

Where local "know-how" delivers the local touch,

PORT HURON, MICHIGAN

Represented Nationally by Gill-Perna

For Detroit — Michigan Spot Sales

Auto Agencies' Success With Radio Cited by RAB

CASE histories of two automobiles agencies, which credit radio advertising with moving them to positions of leadership in their areas, are detailed in folders distributed to members by the Radio Advertising Bureau.

A brochure, titled *James J. Corbitt Is Champ on Automobile Row*, relates the expansion of Corbitt Motors, Memphis, from an "average" Lincoln-Mercury dealer (one of four in the city) to "the largest in the state of Tennessee." Starting with a quarter-hour segment sponsorship of a local disc jockey show, the company has expanded its radio purchases to almost $1,000 a month, about 50% of its advertising budget, RAB said. James J. Corbitt, president is quoted as saying, "as a direct result of our radio advertising, we move at least 20 to 25 used cars every week. The chance we took on radio seven years ago paid off."

The radio success story of *Green Gifford Goes with Radio* describes the rise of an automobile agency in Norfolk, Va., to "one which has the highest volume of Chrysler-Plymouth sales in that state after seven years of using radio extensively." The company today allots 75% of its $47,000 annual advertising budget to radio. Bill Green, president, makes this comment in the brochure, "Our business was built on radio . . . we expect this performance to continue. If a promotion is in good taste and will sell cars, we've done it. And radio is the thing that put all of our promotions over."

KCBS Issues 'Calling Cards' To Promote CBS Radio Programs

CBS Radio's o&o KCBS San Francisco, has begun visiting potential sponsors with a promotion campaign that features unusual "calling cards" to advertise the station's circulation for specific programs. The formal looking 3½ x 2½ inch printed card introduces such CBS Radio stalwarts as Lowell Thomas, Matt Dillon and the *Second Mrs. Burton*.

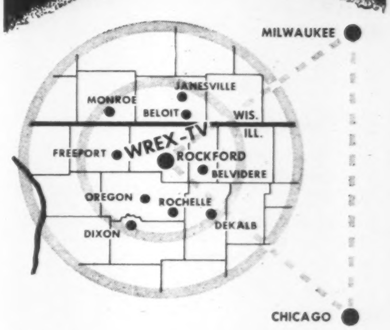
Under the name of Matt Dillon, a line informs prospects that the star of the network's *Gunsmoke* series "calls on 119,404 listeners each quarter hour" in the San Francisco area. The lower left hand corner of the calling card is marked "KCBS, CBS Radio." Inscribed on the right is *"Gunsmoke*, Sunday," and the time of broadcast. The calling card promotion technique also is being applied to several of KCBS' local programs.

KLAC Travels With Film

HOW KLAC Los Angeles operates its week-long salutes to neighboring cities so as to increase audience for the station and sales for its advertisers is the theme of a 12-minute color sound film which Felix Adams, KLAC commercial manager, will show this week to advertisers and agencies at three luncheon meetings, Tuesday, Thursday and Friday, at New York's Ambassador Hotel. The following week Mr. Adams will show the promotion film, "KLAC Goes to Town," in St. Louis, Memphis and Chicago.

WREX-TV

REIGNS SUPREME OVER A *KING SIZE MARKET*



A POPULATION of over one million . . . an estimated 305,921 TV households in grade A, B, and C coverage area where retail sales total close to one and a third billion dollars!

WREX-TV brings viewer-preferred CBS and ABC network programs to the great Illinois/Wisconsin market, outside the influence of Chicago and Milwaukee TV coverage.

THE ONLY VHF STATION SERVING THE ROCKFORD AREA

An estimated 43,545 households have television in Rockford area alone!

Survey after survey of 14 counties indicates uncontested dominance of Northern Illinois-Southern Wisconsin area by WREX-TV

Comparative 1/4 hour ratings:

WREX-TV (VHF) - - 440
Station "B" (UHF) - - - - 0

Uncontested dominance of the Rockford area.

CBS-ABC Affiliations telecasting in color

J. M. BAISCH, General Manager

Represented by H-R Television, Inc.

WREX-TV CHANNEL 13
ROCKFORD ILLINOIS

Calyp So Happy

Six top markets in our state
Three of them they read us great:
Napoleon have Waterloo
WMT have also too.

Little old lady from Dubuque
Touch the dial, get rebuke;
Cedar Rapids finally
Round off tale of our top three.

Enough love making, grab your hats
Buy big time from man at Katz.
Television here to stay
WMT help make that way.

WGR-TV
SELLS
BUFFALO!
DRINK

ABC AFFILIATE CHANNEL 2
Peters, Griffin, Woodward, Inc.
REPRESENTATIVES

PROGRAMS & PROMOTIONS

Norge, Staley Co-sponsor Network Jingle Promotion

REFRIGERATION products dealers are being urged to support a $250,000 jingle contest promotion co-sponsored by Norge Div., Borg-Warner Corp., and A. E. Staley Mfg. Co. by purchasing local spot announcements around network radio-tv properties.

The contest will be promoted on CBS Radio's *Arthur Godfrey Time* and *House Party* with Art Linkletter and on CBS-TV's *Garry Moore Show,* in which Staley runs participations. Listeners and viewers are asked to complete a jingle on Staley's Sta-Flo liquid laundry starch and Sta-Puf laundry rinse, with 200 Norge refrigerators as prizes. Network promotion starts this week on the Linkletter show, with copy emphasis on the "Big Freeze" C-2137 refrigerator.

The Norge letter to distributors suggests they arrange for dealers to schedule local spots around each network program using prepared scripts with voices of Messrs. Godfrey, Moore and Linkletter. Special tv spot films ("60 seconds of concentrated sell") also have been mailed to distributors. The contest ends Aug. 10. Salesmen also will be eligible for prizes.

Agencies are Ruthrauff & Ryan for Staley and Donahue & Coe (of Illinois) for Norge.

Radio-Tv Help Glorify Father

RADIO-TV stars and personalities are taking leading roles in promotion for Father's Day June 9. Among them: Robert Young of *Father Knows Best* series on NBC-TV, by means of a tie-in with *True* Magazine and more than 5,000 men's wear, department and sporting goods stores; Mitch Miller, host of CBS Radio's *Mitch Miller Show,* named "radio father of the year"; NBC-TV star Dinah Shore, voted "father's tv favorite," and quiz expert-NBC consultant Charles Van Doren and Pulitzer Prize winner Mark Van Doren, selected as "father and son team of the year," all by the national Father's Day Committee.

REPLACEMENTS

IT will take no fewer than six persons to "replace" Mike Wallace on his WABD (TV) New York *Nightbeat* program when the ABC-TV personality leaves the DuMont-owned station May 31. WABD officials announced last week that after "one of the most widespread talent searches in the history of tv," it had signed the following people who will rotate as m.c. of the weeknight show:

Attorney Emile Zola Berman, whose defense of Marine Corps Staff Sergeant Matthew McKeon at last year's Parris Island court martial made headline news; commentator Mary Margaret McBride; sportswriter Jimmy Cannon; author Al (*The Great Man*) Morgan; WNEW New York disc jockey Art Ford and newsman John Wingate. These, said DuMont, were selected from over 600 applicants.

The new format (the old technique of camera close-up, spotlight and clipboard will be maintained) was arranged to have "specialists" in various fields interview the guest personalities.

CBS Radio Affiliates Support Dr. West-Godfrey Promotion

WECO PRODUCTS Co. is getting a good deal of promotional mileage from its Dr. West toothbrush "germ-fighter" merchandising campaign built around participations on CBS Radio's *Arthur Godfrey Time.*

Of an estimated $600,000 annual advertising budget, about $190,000 is spent on the Godfrey program—with top results coming in Weco's recent merchandising and promo-

PERSONNEL RELATIONS

NLRB Asks Court to Enjoin New York Strikes by IBEW

THE International Brotherhood of Electric Workers' Local 1212 in New York, already facing a $100,000 damage suit and a National Labor Relations Board hearing—both instigated by CBS Inc.—last week was hit by a third action.

NLRB petitioned the U. S. District Court in New York to invoke a temporary injunction against the electrician's union. All three moves stem from Local 1212's refusal last April 21 to permit the airing of a special remote telecast on WCBS-TV New York [B•T, April 29, et seq.].

The IBEW local has been waging a jurisdictional dispute with the International Alliance of Theatrical Stage Employes over the lighting of remote CBS telecasts in New York.

In its petition the NLRB asked the federal court to enjoin the IBEW local from striking, picketing or staging walkouts that would force CBS to assign remote lighting to IBEW instead of IATSE. The injunction would remain in effect until the NLRB decides which union should be given jurisdiction. The court ordered IBEW Local 1212 to appear tomorrow (Tuesday) to show cause why the injunction should not be issued.

NLRB has scheduled its hearing for June

LOST AND FOUND

"If KRIZ Phoenix just mentions it, someone will claim you, mister!"

tion program conducted through its agency, J. Walter Thompson Co.

High point of the drive was a contest among promotion managers of CBS Radio affiliates. Managers of the 199 CBS Radio affiliates received displays and other merchandising aids and were asked to describe how they best used them.

Winners were WMT Cedar Rapids and WROW Albany, N. Y., tied for first place; WAGA Atlanta, second; WHEN Syracuse and WDBJ Roanoke, tied for third; WGAR Cleveland, KCMJ Palm Springs and KHUM Eureka, both Calif., tied for fourth; KDAL Duluth, Minn., fifth, and KOLO Reno, WCBS New York and KERG Eugene, Ore., tied for sixth.

---

10 to determine whether IATSE or IBEW has jurisdictional rights to handle remotes of "theatrical presentations." An official of the board explained this latest action by saying, "There's just too much money involved in this jurisdictional dispute to allow us to take our time."

L. A. AFTRA Signs KFWB, KLAC, KFOX as Committee Talks End

BREAKING off negotiations with the management committee representing the 17 non-network radio stations of the metropolitan Los Angeles area, the Los Angeles local of AFTRA has begun to bargain individually with the stations and as of Wednesday had signed three new two-year contracts, succeeding those expiring the end of April. The stations are KFWB and KLAC Los Angeles and KFOX Long Beach.

At KLAC, where base pay for announcers has been $120 a week, and KFWB, where the base has been $123, staff announcers will get an immediate increase of $12.50 for the first year and another $5 for the second and final year of the new contracts.

The stations also agreed to contribute 5% of gross wages of announcers to an AFTRA pension and welfare fund. Both salary increases and pension fund payments are retroactive to May 1.

At KFOX, where the base for announcers now is $96, a $20 increase goes into effect, retroactive to May 1, with a $10 raise to follow a year from now. KFOX participation in the AFTRA pension and welfare fund also will go into effect May 1, 1958. Negotiations will continue on an individual station basis, according to an AFTRA spokesman in Los Angeles.

GOP Senators Review Union Pay

SALARIES of three officers of entertainment unions were made public Wednesday by the Senate Republican Policy Committee. In all, salaries of nearly 150 union officers were divulged. Donald Conway, AFTRA executive secretary, was reported to receive $25,000 a year, with President Frank Nelson receiving no pay; John L. Dales, executive secretary of Screen Actors Guild, $25,475, and Richard F. Walsh, International Alliance of Theatrical Stage Employes (IATSE), $26,540.

FIRST

4 straight months in D. C.,

*says Pulse**

- **FIRST** in share of total weekly radio audience, 6 A. M. to midnight.
- **FIRST** in quarter hour wins.

WWDC

RADIO WASHINGTON

Represented Nationally by John Blair & Company

*PULSE: Jan.-Feb., March-April 1957

One Call for all You Need in

LIGHTING EQUIPMENT RENTALS

ANYTIME - ANYWHERE!

For quick service, expert advice and one low price for equipment, installation and removal, call on one of the nation's largest suppliers of temporary lighting facilities—Jack Frost. His lighting equipment inventory is unexcelled. Below are just a few of the many items available for quick delivery whenever and wherever needed.

LIGHTING
Complete M. R. Incandescent Equipment, M.R. High Intensity Arc Equipment, Dimmer Equipment 250 W — 10,000 W, Diffusion, Scoops, Reflectors, Bullboards, Cable.

PORTABLE POWER EQUIPMENT
AC and DC Generators 15 Amps to 1500 Amps (Truck or Caster-mounted). Portable Transformers — Dry and Oil, Portable Substations.

DOLLIES
Fearless and Raby Panoram Dollies, Crab and Western Dollies.

GRIP EQUIPMENT
MacTon Turntable for Cars and Displays, Mole Richardson Boom and Perambulator, Parallels, Ladders and Steps, Scrims and Flags, Dots and Stands.

Write or Wire for Catalog and Free Estimates

JACK A. FROST
Dept. BT
234 Piquette Ave., Detroit 2, Mich.
Canadian Office:
41 Kipling Ave., South, Toronto, Ontario

ONE OF THE
FIRST 100 MARKETS

QUAD-CITIES
IOWA
DAVENPORT
EAST MOLINE
ROCK ISLAND
MOLINE
ILLINOIS
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK

WHBF
RADIO & TELEVISION
FIRST IN RADIO
1st In Downstate Illinois*
1st In The Quad-Cities
according to NCS No. 2
* All 68 stations outside of Chicago

CBS

REPRESENTED BY AVERY-KNODEL, INC.

The Crest of Good Living in
New York City
HOTEL
New Yorker
34th Street at 8th Avenue
Manhattan's largest and most conveniently located hotel. 2500 outside rooms, all with bath and free radio, television in many. Direct tunnel connection to Pennsylvania Station. All transportation facilities at door. Three air-conditioned restaurants
LAMP POST CORNER . . . COFFEE HOUSE
GOLDEN THREAD CAFE
Singles from $7 | Doubles from $10 | Suites from $23
JOSEPH MASSAGLIA, JR., President
CHARLES W. COLE, Gen. Mgr.
Other MASSAGLIA HOTELS
- SANTA MONICA, CALIF. Hotel Miramar
- SAN JOSE, CALIF. Hotel Sainte Claire
- LONG BEACH, CALIF. Hotel Wilton
- GALLUP, N.M. Hotel El Rancho
- ALBUQUERQUE, Hotel Franciscan
- DENVER, COLO. Hotel Park Lane
- WASHINGTON, D.C. Hotel Raleigh
- HARTFORD, CONN. Hotel Bond
- PITTSBURGH, PA. Hotel Sherwyn
- CINCINNATI, O. Hotel Sinton
- NEW YORK CITY Hotel New Yorker
- HONOLULU Hotel Waikiki Biltmore

World-famed hotels
Teletype service—Family Plan

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

Frank I. Allebaugh, Galen E. Broyles Co., elected vice president.

William E. Berchtold, administrative vice president of McCann-Erickson, N. Y., named chairman of public relations committee and member of the executive board of Greater New York Councils, Boy Scouts of America. **David J. Jacobson,** president of United Public Relations Inc., N. Y., named chairman of radio-television committee and vice president of public relations committee of councils.

Sam L. Austin, formerly public relations consultant to Roche, Williams & Cleary Inc., Chicago, to Harshe-Rotman Inc., national public relations firm, as vice president in Chicago.

Max D. Anwyl, treasurer-board member of Needham, Louis & Brorby Inc., Chicago, elected financial vice president-secretary. **Howard M. Brenneman,** controller, succeeds Mr. Anwyl as treasurer, and **Vincent M. Erickson,** assistant controller, becomes assistant to treasurer.

Charles Philips, manager of sales development, Edward Petry Co., N. Y., resigned.

Albert J. Maleske, sales promotion manager, Libby, McNeill & Libby, Chicago, promoted to advertising manager, succeeding **Alex Rogers,** retired.

◄ **Henry Turnbull,** vice president-account supervisor, Compton Advertising Inc., N. Y., to Theo Hamm Brewing Co., St. Paul, Minn., as director of marketing.

Robert G. Holmes, tv director, to Houck & Co., Roanoke, Va., as director of radio-tv department.

Paul Beach, advertising manager, Union Pacific Railroad, L. A., and president, Los Angeles Adv. Club, to Union Pacific headquarters in Omaha as national advertising manager.

John R. Carr, product manager, Revlon, N. Y., to Anderson-McConnell Advertising Agency, L. A., as marketing director.

Wallace Gordon, copy chief, Walker B. Sheriff Inc., Chicago, to Erwin, Wasey & Co., Chicago, as senior copywriter.

Frank J. Scharrer, manager, Beaumont & Hohman, Inc., N. Y.-L. A., to Erwin, Wasey & Co., L. A., as account executive.

J. Alden Joice treasurer-business manager, Don Kemper Co. (formerly Goodking, Joice & Morgan), Chicago, appointed media director.

Mary Hartman, Peters, Griffin, Woodward Inc., N. Y., to timebuying staff of N. W. Ayer & Son, N. Y., and **Elizabeth M. H. Gunneff,** Strawbridge & Clothier, Phila., to Ayer public relations department.

Richard Eckler, writer in radio-tv dept., C. J. LaRoche, N. Y., to Grey Adv., N. Y., as writer. **Jerry Firestone,** research director, *Television* magazine, to same firm, as media buyer.

Franklin B. Satterthwaite, market research manager, Colgate-Palmolive Co., N. Y., transferred to household products division as market research manager.

Max Wylie, script editor, *Omnibus,* to Lennen & Newell Inc., N. Y., as production supervisor.

Robert Curl, BBDO, L. A., appointed assistant account executive on Western Airlines.

Don Morrow to copy staff of Aubrey, Finlay, Marley & Hodgson, Chicago.

William H. Bolger, 31, tv writer for BBDO, N. Y., died last Monday after brief illness at Concord Hospital in Concord, N. H. He had worked on *Medic* and *Cheyenne* tv shows.

Barbara Schott, NBC, and **Robert Fountain,** media department Young & Rubicam, N. Y., married May 11.

Ruth Sheldon, home service director, Washington Gas Light Co., named president of Women's Advertising Club of Washington, succeeding **Mrs. Mary Kersey Harvey,** M. Belmont Verstandig Agency.

Jacqueline French of McCann-Erickson, N. Y., elected 1957-1958 chairman of advertising division, New York chapter, of Special Libraries Assn. **Barbara C. White** of General Electric and **Charlotte Madison** of Television Bureau of Advertising were named vice chairman and secretary-treasurer, respectively.

FILM

Jack Lemmon, formerly executive vice president of ATV Film Productions, N. Y., to Wilding Tv Sales, Chicago, as eastern manager, stationed in New York. **Joseph Morton,** Kling Film Enterprises, Chicago, to Wilding as midwest manager, stationed in Chicago.

John F. Heffernan, formerly with now-defunct *Woman's Home Companion* magazine, to N. Y. sales staff of NBC-TV films (California National Productions Division), as southern sales representative.

Karl von Schallern, formerly field supervisor-station sales representative in Midwest for MCA-TV Ltd., to AAP Inc. as account executive. He will cover midwestern territory, working out of AAP's Chicago office.

Robert Fellows, motion picture producer ("High and Mighty" and "Hondo"), will make his tv debut producing new *Goodyear-Alcoa Theatre* series of 39 half-hour tv films for Dayton Productions L. A., for use on NBC-TV starting Oct. 7.

Thomas H. Wolf, executive producer of

United States Productions, N. Y., named associate producer for new tv film series *Fire Fighters.*

Irving Starr, producer of Screen Gems' *Ford Theatre* series, named supervisor of Screen Gems' production activities in Great Britain and on continent.

NETWORKS

Paul Scanlon, chief auditor, West Coast, CBS Inc., named resident auditor of CBS Inc., and **Frank Townley** CBS-TV auditor to chief auditor, CBS-TV, Hollywood.

Charles H. Cowling, KDYL Salt Lake City, named national sales manager of the station and sales director of Great Western Network (10-station affiliation based at KDYL).

Ted Cappy, choreographer of NBC-TV *Caesar's Hour,* named to same post on ABC-TV *Guy Mitchell Show* which debuts Sept. 21 in Saturday 10-10:30 p.m. EDT period for Revlon Inc. through Emil Mogul Co. **Earl Sheldon** also signed as musical director and **Kevin Joe Johnston** as director. **Phil Cohan** is producer.

Rudy Bergman, columnist and associate radio-tv editor of *New York Daily News,* to CBS Radio press information as feature writer.

John B. Poor, MBS president, to receive honorary Doctor of Laws degree June 9 from his alma mater, Wesleyan U., Middletown, Conn. He received B.A. from Wesleyan in 1938 and law degree from Harvard Law School in 1941. Citation will single out Mr. Poor's contributions as business executive and attorney.

STATIONS

◄ **Irving Waugh,** formerly executive assistant to president-commercial director, WSM-AM-TV Nashville, Tenn., to WSIX-TV Nashville, as vice president-general manager.

◄ **Merl L. Galusha,** manager, WGY Schenectady N. Y., to WRGB (TV) there as manager. **Robert F. Reid,** sales manager, WRGB, succeeds Mr. Galusha as manager of WGY.

Gibbs Lincoln, sales staff, KING Seattle, and **Jack Link,** KING staffer, promoted to general manager and program manager, respectively. **Fred Von Hofen,** manager, KING, to KENO Las Vegas, Nev., as manager-part owner.

Victor Ludington Jr., general manager of WOAY-AM-FM-TV Oak Hill, W. Va., to WINR-AM-TV Binghamton, N. Y., as sales manager. **Bill Dorn,** program-production manager, WDAN-TV Danville, Ill., to WINR-AM-TV as program director.

◄ **Robert T. Schlinkert,** assistant general manager, WKRC-TV Cincinnati, to WBRC-TV Birmingham as general manager [At Deadline, May 27].

◄ **Richard L. Bevington,** sales representative, WBRC Birmingham, promoted to general manager [At Deadline, May 27].

James R. Hoel, formerly sales executive, Katz Agency, Chicago, to WTCN-TV Minneapolis-St. Paul, as general sales manager.

◄ **Roger B. Read,** local sales manager, WKRC-TV Cincinnati, promoted to assistant general manager.

◄ **A. J. Richards,** sales-general manager, KCCC-TV Sacramento, Calif., to KROY Sacramento as general sales manager.

Frank Peddie, Harrison Kohl and **O. Lindell Christell,** all of KMTV (TV) Omaha, Neb., named regional-local sales manager, assistant local sales manager and assistant national sales manager, respectively.

Ron McCoy, KALL Salt Lake City, to KMUR Murray, Utah, as sales manager.

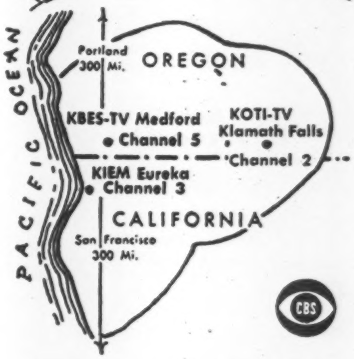
◄ **Jack Miller,** formerly writer-producer of commercials for California-Nevada Manufactors of Carbonated Beverages, to KTVR (TV) Denver as assistant general manager.

◄ **Richard F. McCarthy,** sales representative, WKRC-TV Cincinnati, promoted to local sales manager.

◄ **Harry Harkins,** general manager, WKLM Wilmington, N. C., to WAKE Atlanta, as sales manager.

Gerald A. Spinn, program director and disc jockey at WQAM Miami, appointed program manager of Westinghouse Broadcasting's WBZ-WBZA Boston-Springfield. Mr.

THE CALIF.-ORE. TV TRIO



The *Smullin* TV Stations

KOTI CHANNEL 2 Klamath Falls, Ore.
KIEM CHANNEL 3 Eureka, Calif.
KBES CHANNEL 5 Medford, Ore.
CBS NBC ABC

Three markets—one billing

MARKET FACTS

POPULATION 338,800
FAMILIES 109,800
TV FAMILIES 81,252
RETAIL SALES $474,450,000
CONSUMER SPENDABLE INCOME..... $591,194,000

"The Calif.-Ore. TV TRIO bridges the gap between San Francisco & Portland with EXCLUSIVE VHF Coverage on Channels 2, 3 & 5."

for CALIF.-ORE. TV TRIO
call Don Telford, Mgr.
Phone Eureka, Hillside 3-3123 TWX EK16

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New York, Chicago, San Francisco, Seattle, Los Angeles, Dallas, Detroit, Jacksonville, St. Louis, Boston.

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The staff of BMI can think of no more satisfying work, in the midst of a troubled world, than to play a part in the restatement, in words and music, of the fascinating story of our country's origin and growth.

Now in book form
"THE AMERICAN STORY"
Published by
CHANNEL PRESS

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589 FIFTH AVE., NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

THE COMMUNITY-NEWS VOICE
RADIO WSRS
GREATER CLEVELAND'S
NUMBER 1 STATION
SRS "Radio-Active" MBS

Spinn began radio career at WMRN Marion, Ohio, later was with WERE Cleveland and WTIX New Orleans.

◄ **John Moler,** commercial manager, WKY Oklahoma City, takes on additional duties as director. **Richard D. Wilson,** former newspaper farm writer, to WKY-AM-TV as associate farm director.

Paul Blue, sales service manager, KLZ-TV Denver, Colo., promoted to program director, succeeding **Clayton H. Brace,** who is promoted to assistant to president. **Jack Carver** and **Jerre Wyatt,** both of KLZ-TV, promoted to production manager and senior director, respectively.

Al Godron, supervisor, KXOK St. Louis, promoted to chief engineer.

John Q. Quigley, operations manager, KAKE-TV Wichita, Kansas, to KETV (TV) Omaha, Neb., as manager of program department.

John Ademy, WBIG Greensboro, N. C., appointed program director.

◄ **Dick Jolliffe,** administrative manager, CBS Radio network sales service department, N. Y., to KTLA (TV) Los Angeles, as sales service manager.

Charlie Grant, announcer-salesman, WESX Salem Mass., to WKTS Brooksville, Fla. as program director.

Bill McDowell, formerly of KIEV Glendale, Calif., to KHJ Los Angeles, as account executive.

Raymond Durgin, president-business manager, *Westbrook American,* Westbrook, Me., to WCME Brunswick, Me., as account executive.

Glenn Marlin Brillhart, formerly account executive, WORK York, Pa., to WAAM Baltimore as account executive.

William R. Furnell, program director, KCCC-TV Sacramento, Calif., to KOVR (TV) Stockton, Calif., as Sacremento sales representative.

Jack Miller, account executive, Buchanan & Co., L. A., to assistant general manager of KTVR (TV) Denver.

Charles Knab, sales department, KLOR (TV) Portland, Ore., to sales staff of KOIN-TV that city.

Bud Stone, program director-news editor, WABJ Adrian, Mich., to WOWO Fort Wayne, Ind., as day news editor.

William Lewis Cooper Jr. film supervisor of WJAR-TV Providence, R. I., named film manager of WPIX (TV) New York, effective June 10.

Keith H. Moon, assistant promotion manager, KBET-TV Sacramento, Calif., promoted to continuity director, replacing **Bob Kelly,** promoted to director.

Galen Fromme, local radio-tv personality, today (Monday) takes over *The Morning Show*, 6-9:30 a.m. weekdays on WBAL Baltimore.

Fred Sorenson, KVAR-TV Phoenix, Arizona, returns to WCIA (TV) Champaign, Ill., news staff.

Jerry Tolbert, formerly with WEHT (TV) Henderson, Ky., and WSAZ-TV Huntington, W. Va. to announcing staff of KOA-TV Denver.

Irv Smith, WHB Kansas City, to WCAU Philadelphia talent staff.

Jack Harris, copy director, William G. Tannhaeuser Co., to continuity staff of WTMJ-AM-TV Milwaukee.

Mike Woloson, disc-jockey, WNOR Norfolk, Va., to WNEW New York.

John S. Hayes, president, Washington Post Broadcast Division (WTOP-AM-FM-TV Washington, D. C., and WMBR-AM-FM-TV Jacksonville, Fla.), elected director at large of board of directors of United Community Funds and Councils of America Inc.

Robert Hix, manager, KOA Denver, re-elected vice president of Denver Sales Executives' Club.

Harold (Hack) Woolley tv sales manager, KTVT (TV) Salt Lake City, named president of Salt Lake Advertising Club.

Jim Yerian, promotion director, WBNS Columbus, Ohio, elected president of Columbus area Chamber of Commerce Advertising Club.

Norman Louvau, sales manager, KRON-TV San Francisco, father of boy, May 12. Mrs. Louvau is tv personality **Bonnie Kever.**

Dave Harris, salesman for H-R Representatives Inc., N. Y., father of a girl, Kim MacDonald.

Jim Jackson, announcer, WBT Charlotte, N. C., father of a son, May 18.

REPRESENTATIVES

John Bissell, formerly advertising representative, *Reporter,* to Blair-Tv, N. Y., as head of sales analysis department.

John T. King of Barry & Enright Productions, N. Y., to Peters, Griffin, Woodward's N. Y. office, as radio account executive.

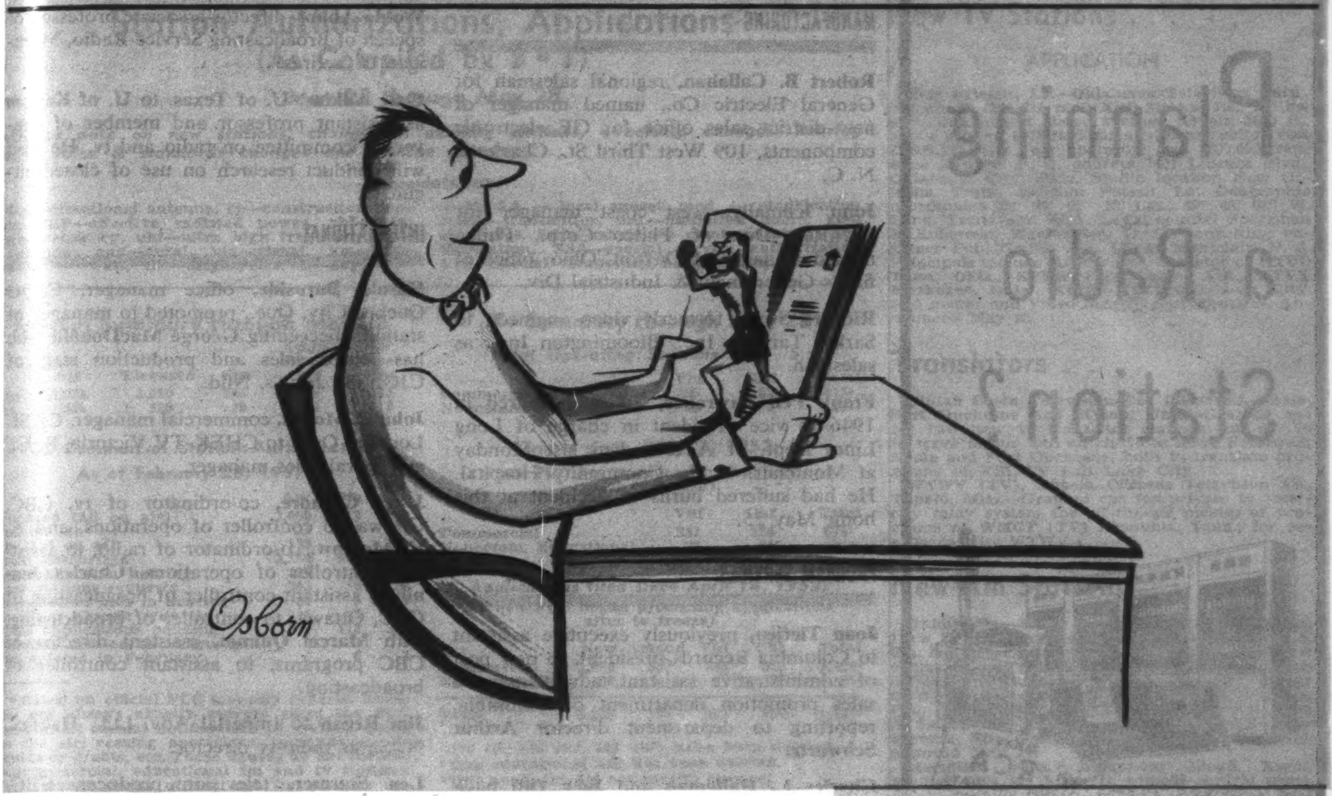
Marshall H. Karp, previously sales service representative, NBC-TV, to N. Y. sales staff of Young Television Corp.

Richard Kelleher to Headley-Reed Co., S. F.

TRADE ASSOCIATIONS

Richard G. Cruise, manager, Detroit sales development office of CBS, to national sales staff of Radio Advertising Bureau, N. Y., to develop automotive business.

Another way SRDS helps sell time



you are given an opportunity to fight for any new business coming into your field

...when their people, unfamiliar with you or your competition, turn to Standard Rate for comparative information.

With your Service-Ad in Standard Rate & Data

YOU ARE THERE

selling, by helping people buy!

SRDS
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SRDS Standard Rate and Data Service, Inc.
1740 Ridge Avenue, Evanston, Illinois
Sales Offices: New York • Evanston • Los Angeles

Planning a Radio Station?

MAKE IT
RCA
ALL THE WAY!

You can save yourself headaches by making RCA your single source of equipment and service...

For additional information
write to RCA, Dept. T-22,
Building 15-1, Camden, N. J.

RADIO CORPORATION of AMERICA

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PEOPLE

MANUFACTURING

Robert B. Callahan, regional salesman for General Electric Co., named manager of new district sales office for GE electronic components, 109 West Third St., Charlotte, N. C.

John Kinnally, west coast manager for TechRep Div. of Philco Corp., Phila., named manager of Dayton, Ohio, office of firm's Government & Industrial Div.

Richard Swan, formerly video engineer, to Sarkes Tarzian, Inc., Bloomington Ind., as salesman.

Frank Pell Lawrence, 70, who retired in 1946 as vice president in charge of Long Lines Dept. of AT&T, died last Monday at Montclair, N. J., Community Hospital. He had suffered burns in accident at this home May 25.

PROGRAM SERVICES

Joan Tietjen, previously executive assistant to Columbia Records president, to new post of administrative assistant, advertising and sales promotion department of Columbia, reporting to department director **Arthur Schwartz.**

Charles L. Halteman and **Jack Dill** have been added to sales staff of RCA Recorded Program Services, N. Y. Mr. Halteman, formerly Chicago sales manager for Walker Representation Co., will represent RCA tv film syndication, Thesaurus library and syndicated radio program sales in Nebraska, Missouri, Kansas, Arkansas and Oklahoma. Mr. Dill, formerly commercial sales manager of WROY Carmi, Ill., will cover Kentucky, West Virginia, Tennesssee and North Carolina.

PROFESSIONAL SERVICES

Richard McCarty, northern California manager, Simpson-Reilly Ltd., publisher representation firm, has formed media-marketing-merchandising firm under his name in San Francisco. Firm will service manufacturers, advertising agencies and media. Address: 166 Geary St. Telephon: Yukon 6-0621.

◄ **Sam L. Austin,** public relations consultant, Roche, Williams & Cleary, Chicago advertising agency, to Harshe-Rotman Inc., public relations firm, that city, as vice president.

EDUCATION

◄ **Wilbur T. Blume,** producer of Academy Award winning film, *The Face of Lincoln,* resigns from faculty of University of Southern Calif., to join executive staff of Princeton Film Center, Inc.

Waldo Abbot, director-associate professor of speech of Broadcasting Service-Radio, Michigan U., retires.

Gale Adkins, U. of Texas, to U. of Kansas as assistant professor and member of university committee on radio and tv. He also will conduct research on use of closed-circuit tv.

INTERNATIONAL

Harold Burnside, office manager, CJQC Quebec City, Que., promoted to manager of station, succeeding **George MacDonald** who has joined sales and production staff of CJON St. John's, Nfld.

John C. Morris, commercial manager, CKSL London, Ont., to CHEK-TV Victoria, B. C., as general sales manager.

J. P. Gilmore, co-ordinator of tv, CBC, Ottawa, to controller of operations, and **A. K. Morrow,** co-ordinator of radio, to assistant controller of operations. **Charles Jennings,** assistant controller of broadcasting of CBC, Ottawa, to controller of broadcasting, with **Marcel Quimet,** assistant director of CBC programs, to assistant controller of broadcasting.

Jim Regan to Imperial Adv. Ltd., Halifax, N. S., as radio-tv director.

Len Starmer, television producer, CBC, Toronto, to newly created post of assistant supervisor of variety programs at CBC Toronto.

Don Lawrie, manager, CHEX-TV Peterborough, Ont., elected president of Peterborough Sales & Advertising Club.

UPCOMING

June

June 4-6: National Community Tv Assn., Penn-Sheraton Hotel, Pittsburgh, Pa.

June 6: Southern California Broadcasters Assn., first annual sales clinic, Sheraton-Town House, Los Angeles.

June 6-7: Virginia Assn. of Broadcasters, Hotel John Marshall, Richmond.

June 7: South Dakota Associated Press Broadcasters Assn. meeting, Detroit Lakes, Minn.

June 9-12: Annual Conference, National Industrial Adv. Assn., Waldorf-Astoria Hotel, N. Y.

June 9-13: Annual convention, Advertising Federation of America, Hotel Fontainebleau, Miami.

June 13-15: Florida Associated Press Broadcasters Assn., Balmoral Hotel, Bal Harbour, Fla.

June 14: Maine Radio & Tv Broadcasters Assn., Poland Spring House, Poland Spring, Me.

June 14-15: Maryland-D. C. Radio & Television Broadcasters Assn., Commander Hotel, Ocean City, Md.

June 17-19: NATRFD Spring Meeting, Washington.

June 17-19: Natl. Convention on Military Electronics, Sheraton-Park Hotel, Washington.

June 19-21: Annual meeting, Western Assn. of Broadcasters, Jasper Lodge, Jasper, Alta.

June 20: Federal Communications Bar Assn. luncheon, Washington Hotel, Washington.

June 20-21: Colorado Broadcasters Assn., Glenwood Springs, Colo.

June 24-28: Annual convention, Advertising Assn of the West, Hawaiian Village, Honolulu.

July

July 8-Aug. 2: Television Institute, U. of California, Los Angeles.

Station Authorizations, Applications

(As Compiled by B • T)

May 23 through May 28

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS — local sunset. mod. — modification trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization STA—special temporary authorization. *—educ.

Am-Fm Summary through May 28

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	3,024	3,010	246	369	145
Fm	540	520	49	54	0

FCC Commercial Station Authorizations

As of February 28, 1957 *

	Am	Fm	Tv
Licensed (all on air)	3,000	513	290
Cps on air	31	16	225
Cps not on air	133	23	123
Total authorized	3,164	552	638
Applications in hearing	119	0	70
New stations requests	303	10	56
New station bids in hearing	67	0	10
Facilities change requests	146	11	45
Total applications pending	900	112	353
Licenses deleted in February	0	2	0
Cps deleted in February	0	0	1

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* Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.

Tv Summary through May 28

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	386	89	475[1]
Noncomm. Education	18	5	23[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	351	324	675[1]
Noncomm. Educational	27	21	48[2]

Applications filed since April 14, 1952:

(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,086	337	848	578	1,426[3]
Noncomm. Educ.	66		37	28	65[4]
Total	1,152	337	885	606	1,491[5]

[1] 176 cps (33 vhf, 143 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 44 already granted.
[5] Includes 718 already granted.

New Tv Stations . . .

APPLICATION

New Orleans, La.—Oklahoma Television Corp., vhf ch. 12 (204-210 mc); ERP 316 kw vis., 158 kw aur.; ant. height above average terrain 1549 ft., above ground 1578 ft. Estimated construction cost $1,666,385, first year operating cost $600,000, revenue $700,000. P. O. address 7401 Lincoln Blvd., Oklahoma City, Okla. Studio location New Orleans. Trans. location Potash, La. Geographic coordinates 29° 29′ 35″ N. Lat., 89° 43′ 08″ W. Long. Trans.-ant. RCA. Legal counsel Spearman & Roberson, Washington, D. C. Consulting engineer Paul Godley Co., Upper Montclair, N. J. Principals include **KOMA Inc.**, operator of **KTUL Tulsa, Okla., KFPW Fort Smith, Ark., KTVX Muskogee, Okla., KWTV (TV) Oklahoma City**, 50% owner and **Video Independent Theatres**. Announced May 28.

Translators . . .

Uintah Basin Television Co., Roosevelt, Neola, Fort Duchesne and **Myton, Utah**—Granted cps for two new tv translator stations; on ch. 70 to serve Myton and on ch. 75 to serve Roosevelt, Neola and Fort Duchesne, both to translate programs of KSL-TV Salt Lake City.

WTWV (TV), Tupelo Citizens Television Co., Tupelo, Miss.—Granted cps for private tv intercity relay system for off-the-air pickup of programs of **WMCT (TV) Memphis, Tenn.**, for rebroadcast by WTWV.

New Am Stations . . .

Dublin, Ga.—Radio South Inc., granted 1440 kc, 1 kw D. P. O. address P. O. Box 8145, Tampa 4, Fla. Estimated construction cost $10,894, first year operating cost $36,000, revenue $48,000. Principals include Pres. **Emerson W. Browne** (25%), owner of **WSFB Quitman, Ga.**, and **WRMB Kissimmee, Fla.**, 33% owner of **WCLB Camilla, Ga.; John A. Bolings** (50%), former owner of **WQIK Jacksonville, Fla.**, and **Sarah A. Browne** (25%). Announced May 24.

Meridian, Miss. — Alexander Lloyd Royal, granted 1390 kc, 5 kw D, remote control trans. P. O. address 2306 Fourth St., Meridian. Estimated construction cost $23,970, first year operating cost $36,000, revenue $45,000. Mr. Royal

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is theatre owner. Announced May 24.

Hampton, S. C.—J. A. Gallimore tr/as **Hampton County Bcstg. Co.,** granted 1270 kc, 1 kw D. P. O. address Box 443, Seneca, S. C. Estimated construction cost $10,900, first year operating cost $34,000, revenue $37,500. Mr. Gallimore owns **WSNW Seneca, WSSC Sumter,** 60% of **WBAW Barnwell, all S. C.,** and 60% of **WLFA LaFayette, Ga.** Announced May 24.

Morristown, Tenn.—East Tennessee Bcstg. Corp., granted 1300 kc, 5 kw DA-D. P. O. address ℅ **George R. Guertin,** 2033 Edgemont Ave., Bristol, Tenn. Estimated construction cost $35,315, first year operating cost $45,000, revenue $55,000. Principals are one-third partners Mr. Guertin, chief engineer, **WOPI Bristol, Tenn.; Jack T. Helms,** gen. mgr.-12½% owner, **WNVA Norton, Va.,** and 25%, **WCLE** Cleveland, Tenn., and **Edward F. Gedraytis,** gen. mgr., Nuloid Products, Bristol mfr. of optical frames. Announced May 24.

APPLICATIONS

Caro, Mich.—Stevens-Wismer Bcstg. Co., 1360 kc, 500 w D. P. O. address ℅ **John F. Wismer,** 932 Military St., Port Huron, Mich. Estimated construction cost $40,309, first year operating cost $42,000, revenue $50,000. Equal partners are Mr. Wismer and **Harmon L. Stevens,** co-owners of **WHLS-AM-TV Port Huron** and **WLEW Bad Axe,** both **Mich.** Announced May 27.

Lansdale, Pa.—Donald W. Huff, 1440 kc, 500 w D. P. O. address 777 N. Pennsylvania Ave., Morrisville, Pa. Estimated construction cost $29,144, first year operating cost $39,000, revenue $55,000. Mr. Huff, Morrisville businessman, will be sole owner. Announced May 27.

Tiverton, R. I.—Mount Hope Bcstg. Co., 1140 kc, 500 w D. P. O. address ℅ **Edson E. Ford,** 166 Earl Ave., Riverside, R. I. Estimated construction cost $10,882, first year operating cost $29,500, revenue $71,000. Principals include Mr. Ford, country show producer, and **Peter B. Gemma,** electric sales and service interests, will be equal partners. Announced May 28.

Mountlake Terrace, Wash.—Richard L. DeHart, 800 kc, 1 kw D. P. O. address 2511 E. 145th St., Seattle, Wash. Estimated construction cost $32,200, first year operating cost $72,000, revenue $80,000. Mr. DeHart, oil company owner, will be sole owner. Announced May 27.

New Fm Stations . . .

Birmingham, Ala.—James V. Melonas, granted 93.7 mc, 20 kw unl. P. O. address 1603 N. 26th St., Birmingham. Estimated construction cost $10,200, first year operating $15,000, revenue $25,000. Mr. Melonas, restaurant owner, will be sole owner. Announced May 24.

Austin, Tex.—Frank L. Scofield, granted 95.5 mc, 1.35 kw unl. P. O. address 308 Littlefield Bldg., Austin. Estimated construction cost $10,000, first year operating cost $12,000, revenue $15,000. Mr. Scofield, attorney-rancher, will be sole owner. Announced May 24.

APPLICATIONS

Hackettstown, N. J.—Cenenary College for Women, 91.9 mc, 4.8 kw unl. P. O. address Hackettstown. Estimated construction cost $12,650, first year operating cost $1,800. Principals include Dr. Edward W. Seay, president. To be operated as educational station. Announced May 24.

Ithaca, N. Y.—Cornell Radio Guild Inc., 101.7 mc 173 w unl. P. O. address Willard Straight Hall, Ithaca. Estimated construction cost $3,750, first year operating cost $5,000, revenue $10,000. Equal partners are **Roland Delattre,** asst. director religious work Cornell U., **Louis W. Kaiser,** assoc. prof. radio services Cornell, **True McLean,** prof. electrical engineering Cornell, **Charles B. Meyer,** former RCA employe, and **Ernest L. Stern,** asst. instructor Cornell. Announced May 27.

San Francisco, Calif.—Hanon N. Levitt, 96.5 mc, 9.5 kw unl. P. O. address 217 Kearney St., San Francisco. Estimated construction cost $4,700, first year operating cost $7,488, revenue $11,320. Mr. Levitt, phonograph records and music interests, former announcer, will be sole owner. Announced May 28.

Ownership Changes . . .

KBBA Benton, Ark.—Granted assignment of license to The Benton Bcstg. Service for $13,630 and assumption of $3,370 liabilities. Principals are equal owners **C. Lavelle Langley,** former commercial manager at **KVMA Magnolia, Ark.,** and **Sam Preston Bridges,** former general manager of **KWRW Guthrie, Okla.** Announced May 24.

KVFC Cortez, Colo.—Granted assignment of license from **Jack W. Hawkins** and **Barney H. Hubbs** to Mr. Hawkins, Mr. Hubbs and **James W. Hawkins** for $3,304 for 8% of Jack Hawkins' holdings. James Hawkins is son of Jack Hawkins. Announced May 21.

WTVD (TV) Durham, N. C.—Granted transfer of control of permittee corporation from **Durham Bcstg. Enterprises Inc.** to **Durham Television Co.** for $1,471,800. **Frank M. Smith** (17.36%), **J. Floyd Fletcher** (13.24%) and 31 others will be owners. Mr. Smith owns 33⅓% cp for ch. 40 Baton Rouge, La., and 18.07% **WROW Albany, N. Y., WCDA (TV) Albany,** and **WCDB (TV) Hagaman,** both **N. Y.** Mr. Fletcher formerly owned 24.9% WTVD (TV). Announced May 24.

KUGN Eugene, Ore.—Granted relinquishment of control of licensee corporation by **C. O. Fisher** through gift (32%) to his sister **Jane Fisher,** the Fishers also own **KBZY Salem, KUMA Pendleton,** both Ore. Announced May 23.

WPAW Pawtucket, R. I.—Granted control of licensee corporation by **Dominick A. Hyszok** (100%) through purchase of stock (50%) from **Neal D. Murphy** for $15,000. Mr. Hyszok, formerly owned 50% **WNAF Providence, R. I.** Announced May 24.

APPLICATIONS

WOOO De Land, Fla.—Seeks assignment of license from **Deland Bcstrs.** to **Trio Bcstg. Co.** for $65,000 and obligations. **Herbert A. Saxe** (37.5%), patent medicine and cosmetic dealer, **Oscar Silverman** (37.5%), store fixture interests, and **Wallace Rifkin** (25%), program director **WATR-AM-TV Waterbury, Conn.,** will be owners. Announced May 24.

KLER Lewiston, Idaho—Seeks assignment of license from **Cole E. Wylie** to **Lewis Clark Bcstg. Co.** for $160,000. **John H. Matlock** (60%) and **Eugene A. Hamblin** (40%) will be owners. Messrs. Matlock and Hamblin own **KOZE Lewiston.** It is agreed to delete KOZE upon approval by FCC of license assignment of KLER. Announced May 22.

BROADCAST ACTIONS
By the Commission

KSFE Needles, Calif.—Granted mod. of license for specified hours of operation (6:55 a.m. to 7:05 p.m.), Monday through Saturday; Sunday operation discontinued on Jan. 13.

WGIG Brunswick, Ga.—Granted change of operation on 1440 kc from 1 kw DA-N unl. to 1 kw, 5 kw LS DA-N; trans. to be operated by remote control for daytime nondirectional operation.

KANI Kanoehe, Oahu, Hawaii—Granted change of facilities from 1150 kc, 1 kw DA-1 unl. to 1240 kc, 250 w unl. Engineering conditions; trans. remote control; and granted renewal of license.

WCBG Chambersburg, Pa.—Granted increase of power from 1 kw to 5 kw, continuing operation on 1590 kc D; engineering condition.

KBFM Salt Lake City, Utah—Granted mod. of cp to change from Class A to Class B fm operation on 93.9 mc; ERP 720 w; ant minus 550 ft.

Gold Coast Bcstrs., Gold Coast Radio Inc., Lawrence J. Plym, Pompano Beach, Fla.—Designated for consolidated hearing applications for new am stations to operate on 1470 kc, 5 kw DA-D. This order supersedes, with respect to issues only, order of Feb. 13 designating for hearing applications of Gold Coast Bcstrs. and Gold Coast Radio.

Whatcom County Bcstrs., Bellingham-Ferndale, Wash.; Birch Bay Bcstg. Co., Blaine, Wash.—Designated for consolidated hearing applications for new am stations to operate on 930 kc D. Whatcom with power of 1 kw and Birch Bay with power of 5 kw; made **KJR Seattle, Wash.,** party to proceeding; denied Birch Bay request for extension of time to amend its application.

The Commission invites comments by June 24 to proposed rule-making to amend allocation table for Class B fm stations to delete ch. 264 from New Haven, Conn., and add it to Peekskill, N. Y.; delete ch. 273 from Waterbury, Conn., and add it to New Haven, Conn., and add ch. 297 to Waterbury, Conn. Change was requested in order to provide a Class B ch. in Peekskill and to facilitate consideration of a pending application by The Highland Bcstg. Corp., for new Class B fm station in Peekskill.

WAPL Appleton, Wis.—Granted assignment of license from Bartell family to W. A. P. L. Radio Inc. (Connie Forster, president); consideration $100,000.

Granted renewal of license of following stations: **WAWZ Zarephath, N. J.; WCTC New Brunswick, N. J.; WEAV Plattsburg, N. Y.; WENY Elmira, N. Y.; WFBL Syracuse, N. Y.; WHEN Syracuse, N. Y.; WHOM New York, N. Y.; WKBW Buffalo, N. Y.; WKIP Poughkeepsie, N. Y.; WKRT Cortland, N. Y.; WLIB New York, N. Y.; WLNA Peekskill, N. Y.; WLSV Wellsville, N. Y.; WMCA New York, N. Y.; WMTR Morristown, N. J.; WNBZ Saranac Lake, N. Y.; WPOW Brooklyn, N. Y.; WQXR New York, N. Y.; WROW Albany, N. Y.; WSNJ Bridgeton, N. J.; WSPN Saratoga Springs, N. Y.; WTRY Troy, N. Y.; WVOS Liberty, N. Y.; WWNY Watertown, N. Y.; WWSC Glen Falls, N. Y.; WAWZ-FM Zarephath, N. J.; WBFM (FM) New York, N. Y.; WCTC-FM New Brunswick, N. J.; WDDS-FM Syracuse, N. Y.; WEVD-FM New York, N. Y.; WHLD-FM Niagara Falls, N. Y.; WKIP-FM Poughkeepsie, N. Y.; WKRT-FM Cortland, N. Y.; WQXR-FM New York, N. Y.; WRUN-FM Utica, N. Y.; WSNJ-FM Nr. Bridgeton, N. J.; WWRL-FM New York, N. Y.; WXRC (FM) Buffalo, N. Y.; WSHS (FM) Floral Park, N. Y.; WABD (TV) New York, N. Y.; WBEN-TV Buffalo, N. Y.; WCBS-TV New York, N. Y.; WCNY-TV Carthage, N. Y.; WGR-TV Buffalo, N. Y.; WKTV (TV) Utica, N. Y.; WROC-TV Rochester, N. Y.; WPIX (TV) New York, N. Y.**

The Commission denied a petition by the Radio-Electronics-Television Manufacturers Association requesting that the time for filing comments be extended from June 3 to June 28. The proceeding involves rule-making looking toward largely abandoning the fixed table of tv channel assignments. Comr. Hyde favored a grant; Comrs Lee and Mack absent.

Routine Roundup . . .

BROADCAST ACTIONS
By the Broadcast Bureau
Actions of May 24

The following were granted extensions of completion dates as shown: **KROC-TV Rochester, Minn.,** to 11-1; **KSBW-TV Salinas, Calif.,** to 10-13; **KBAS-TV Ephrata, Wash.,** to 12-12; **WLAP-TV Lexington, Ky.,** to 12-16; **WWGS Tifton, Ga.,** to 11-14; **WMYN Mayodan, N. C.,** to 8-1.

Actions of May 23

KAMP El Centro, Calif.—Granted mod. of cp to change ant.-trans. location and specify studio location and remote control point.

WYMB Manning, S. C.—Granted mod. of cp to change studio and remote control location.

WOOK Washington, D. C.—Granted extension of completion date to 7-16.

Actions of May 22

KTVW (TV) Tacoma, Wash.—Granted license for tv station and to specify studio and trans. location.

Actions of May 21

WQMC (TV) Charlotte, N. C.—Granted mod. of cp to change ERP to vis. 191 kw, aur. 112 kw, change studio and trans. location, install new trans. and ant. system, ant. 420 ft.

WSM-TV Nashville, Tenn.—Granted mod. of cp to change ERP to vis. 97.7 kw, aur. 50 kw, make changes in ant. system; ant. height to 1410 ft. and change trans. location.

Actions of May 20

WFIE (TV), Premier Television Inc., Evansville, Ind.—Granted mod. of cp to change corporate name to **WFIE Inc.**

WTOB-TV Winston-Salem, N. C.—Granted mod. of cp to change ERP to vis. 7.4 kw, aur. 3.71 kw, change type trans., and ant. height to 570 ft.

WETJ (TV) Jacksonville, Fla.—Granted mod. of cp to change ERP to vis. 14.8 kw, aur. 7.4 kw, increase ant. height above terrain to 840 ft.

KKTV (TV) Colorado Springs, Colo.—Granted mod. of cp to change ERP to vis. 37.1 kw (DA), aur. 18.8 kw (DA), change type trans.; maintain DA operation and for waiver of sect. 3.685(e) of the rules.

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German Firm Sets All Media To Promote Fm Auto Radio

A LEADING German manufacturer of electric equipment has decided to try to crack the U. S. radio market with an fm car radio, it was announced last week in New York. Robert Bosch G.m.b.H., Stuttgart, Germany, later this month will kick off what its spokesman describes as a "massive campaign," using all media for its Blaupunkt ("Blue Spot") hi-fi car radio, ranging in price from $92.50 to $192.50.

Spot radio is expected to be used to reach the big summer auto audience.

Although Bosch has been in the U. S. market for the past few months, it never has attempted to go all-out in marketing its fm product, but instead has advertised sporadically in hi-fi publications to "test the consumer's reaction to fm car radio." It appears to have been a satisfying reaction. Bosch has appointed E. T. Howard Co., New York, as its agency, which is now in the process of setting up a budget.

The car radios, in three models, feature both fm and am, come equipped with coaxial hi-fi speakers of "maximum dimensions" and separate amplifiers, and are capable of using additional speakers placed in the rear of the automobile. Fm automotive radio on a consumer level is nothing new for Europe, particularly Germany. Most of the above-average-priced cars feature stereo fm radio, allowing static-proof reception and eliminating fading, interference and cut-off sound as the car passes underneath highway bridges, the company said.

RCA to Enlarge Air Lab

RCA is replacing its present Airborne Systems lab at Waltham, Mass., with a new facility to be three times larger, it was revealed last week by Dr. E. W. Engstrom, senior executive vice president at RCA. Construction of a 132,000 sq. ft., single-story laboratory building will start this month on a 35-acre tract about midway between Burlington and Bedford, Mass. Dr. Engstrom said gradual transfer of personnel and equipment from the Waltham plant should begin by late this year.

Justice Bars Use of 'WU' Name

AN injunction has been signed by New York Supreme Court Justice Walter A. Lynch restraining Western Union Electronic Tube Inc., New York, from using the words "Western Union" or any simulation or approximation thereof in its name, business, trade or advertising. The injunction was obtained by Western Union Telegraph Co. The tube company was organized on Nov. 9, 1956, to manufacture and sell electronic tubes and other electronic devices, WU said.

Hi Fi Show Schedule Set

A SCHEDULE of forthcoming high fidelity shows, including the major Chicago exposition Sept. 13-15, were reported as near advance space sellouts last week. Space sales for fall events boomed during the recent Electronic Parts Distributors convention, according to S. I. Neiman, president of the Chicago Hi-Fi Show, and Henry Goldsmith, head of Rigo Enterprises Inc., which conducts them in other major cities.

Upcoming shows include those in Chicago's Palmer House; in Cincinnati, Sept. 6-8; Miami, Oct. 18-20; Portland, Ore., Nov. 1-3; Seattle, Nov. 8-10, and St. Louis, Nov. 22-24, for which all exhibitors' space has been sold.

Majestic International Sets Import of German Combinations

PLANS for import of German-made radio-tv-phonograph-recorder combinations this fall by Majestic International Corp. have been revealed by Leonard Ashbach, its board chairman.

The combinations will be produced by Grundig Radio Verkaufs Co. and sold under the name of the distributor, Grundig-Majestic Corp. The units will include monochrome television receivers with 21- and 24-inch picture tubes and, combined with high fidelity radio-phonographs and tape recorders, will sell in the range of $599-2,900.

The import market for combinations made in West Germany the past three years has reached $8-10 million for Grundig-Majestic Corp., according to Mr. Ashbach and Max Grundig, director of Grundig Radio Verkaufs. A further gain is anticipated for 1957. The volume of radio-phonograph combinations has held up despite a 13% duty, it was pointed out. Shipping costs are reduced by use of the St. Lawrence Seaway, Mr. Ashbach said, adding he has imported more German-made radios this year than throughout 1956.

Grundig Radio Verkaufs turns out about 100,00 units monthly and sells them in more than 125 countries and employs 15,000 workers in seven plants. Plans were revealed on the occasion of Mr. Grundig's visit to Chicago Monday.

MANUFACTURING SHORTS

RCA Camden, N. J., reports shipment of live color studio camera to CBS in N. Y.; 12-section superturnstile antenna to WTTV (TV) Bloomington, Ind. (ch. 4); single-bay, one-section superturnstile antenna to KHQ-TV Spokane (ch. 6), and 25-kw transmitter to WTIC-TV Hartford (ch. 3).

Price increase of $10 for 13 basic table model tv receivers of Zenith Radio Corp. has been announced by L. C. Truesdell, vice president-sales director. He attributed boosts to higher manufacturing and material costs and reported favorable distributor-dealer response to new prices improving their profit position. Increases cover suggested retail prices for 14-, 17- and 21-inch table models.

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Staff for new station soon to go on air. Especially combination men, sales and announcing and one chief engineer announcer. Send tapes and resume to KOBE, Las Cruces, New Mexico.

Management

Growing eastern chain needs assistant managers immediately. Prefer someone who is presently a chief announcer, program director or salesman with announcing background. All applicants must be married, must have car, must be willing to locate permanently in a growing organization. Excellent salary and bonus arrangement. Promotion to manager assured eventually. Send tape, resume and photo to Box 590G, B•T.

General manager wanted for metropolitan market. Must have sound sales experience in smaller market. Ambitious for advancement. Write Box 761G, B•T.

Sales manager. Boston independent. Excellent opportunity and future for good man. Box 828G, B•T.

Sales manager, Ohio major independent, competitive market has right spot for good producer. Box 829G, B•T.

North central major market station seeks aggressive manager who can document successful record in sales and station management responsibility. Air Mail substantiating resume preliminary to interview. Box 857G, B•T.

Assistant, southwestern daytimer; good salesman or announcer with first phone. Excellent opportunity. Box 859G, B•T.

Sales

If you are between 25 and 30 with a year's sales experience. We have an unusual opportunity to insure your present and future. Unique chance. Write Box 735G, B•T.

Salesman for solid producer, excellent future, good salary plus commission. Major New England independent. Box 830G, B•T.

Sales manager and two experienced salesmen for growing North Carolina chain, must have proven record of sales, send full information and picture to Box 893G, B•T.

Sales manager for single station market, 16,000, south-south central. $100 weekly plus percentage gross or net after three months depending results. Box 899G, B•T.

Salesman, $300 per month plus commission. Personal interview necessary. Contact Bill Vogel, KLOV, Loveland, Colorado.

Intermountain west. 5000 watt network station has excellent opportunity for radio salesman. Must be stable and approved producer, KSEI, Box 31, Pocatello, Idaho, phone 4000.

Immediate opening WKLZ, Kalamazoo, Mich. Salary plus fifteen percent commission. Arrange personnel interview by phoning me at Fireside 3-2541.

Account executive for music-news, guarantee $125.00 per week (not draw) or 15 percent whichever is greater. No ceiling on earnings. Top Pulse station. No restricted list. Easy to make $12,000 year. Send full information to WLLY, Richmond, Virginia.

Want salesman who likes modern, well produced independent radio of today, and is willing to work. Good guarantee, top commission incentive, enjoyable Florida living. One of America's fastest growing markets. Bob Benson, Manager, WPFA, Pensacola.

Wanted immediately—salesman-announcer. Come grow with us. WZRO, Jacksonville Beach, Florida.

Announcers

$160 a week for DJ—with flowing conversational delivery (breezy and informal)—sportscast pace. Adept at reading album liner-notes. Wanted by midwest—Great Lakes area station. Box 692G, B•T.

RADIO

Help Wanted—(Cont'd)

Announcers

Combo man with first phone . . . emphasis on announcing. Addition to staff, 40 hour week. Salary commensurate with ability. Send tape which will be returned. Box 599G, B•T.

Wisconsin news, music station wants first ticket combo man. Box 716G, B•T.

Girl disc jockey. Must have personality and ability. Air and other work in station. Box 778G, B•T.

Top pay for PD-morning man with sell-ability. Must be able to handle personnel, program independent kilowatt going to 5. Experience required. Fishing, golf, winter sports area, in Northeast. All replies confidential. Send tape, resume to Box 804G, B•T.

- **DEADLINE: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.**
- **SITUATIONS WANTED 20¢ per word** *$2.00 minimum*
- **HELP WANTED 25¢ per word** *$2.00 minimum*
- **All other classifications 30¢ per word** *$4.00 minimum*
- **DISPLAY ads $15.00 per inch**

Payable in advance. Checks and money orders only

No charge for blind box number

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Job with a future for qualified staff announcer with several years deejay experience Illinois kilowatt independent. News writing ability helpful. Liberal bonus, other fringe benefits, personal interview necessary. List age, education, experience in detailed resume. Box 822G, B•T.

Experienced combination announcer-salesman for Florida station. Salary, commission, car allowance. Send tape, photo and full particulars. Box 849G, B•T.

Combo, man, 1st phone, emphasis on announcing $85 per week. Minnesota station. Box 853G, B•T.

Thoroughly experienced announcer for independent station near New York City. Minimum, 4 years legitimate commercial experience, strong on dj work. Box 866G, B•T.

Morning dj and sales can start you at $600.00 per month. If you are worth it, you'll be making more the second month. Must be stable, personable, ambitious. Box 894G, B•T.

Announcer-copywriter: Immediate opening. Start $85.00 per week. Commission on sales. Box 895G, B•T.

Opening for first class announcer-engineer at 5 kw independent. Also need radio time salesman: substantial guarantee, high commission. For either position send recent photo, qualifications, and if possible taped voice sample. KCHJ, P. O. Box 966, Delano, California.

50 KW CBS station offers good pay, good hours for staff work to mature sounding experienced announcer. Send tape, photo and background to Frank Page, KWKH, Shreveport, La.

RADIO

Help Wanted—(Cont'd)

Announcers

Montana, Glendive. Experienced radio announcer, preferably 1st phone. New downtown radio-television facilities. Write details, salary needed. Dan Palen, Manager, KXGN.

Tampa's most influential radio station needs a young, production-minded crackpot. WALT offers an opportunity for a live-wire announcer, production-man in a position of growing importance. Send tape, resume, photo to Production Manager, WALT Tampa, Florida. State base salary requirements.

Wonderful opportunity for announcers with fundamental broadcast experience. Favorable working conditions. Send tape, photo and resume to Radio Station WARK, CBS, Hagerstown, Maryland.

Are you an experienced radio man with a top quality voice? If so, you're the man we're looking for. Brand new operation on the air soon. Salary commensurate with voice and ability. Rush your tape and letter to WDOL, P. O. Box 429, Athens, Georgia.

WFAR, Farrell, Pa. Salary open. Top working conditions.

Experienced combo man, accent on announcing, workable knowledge of engineering, first phone. Job pays $100 a week. Send tape and resume to WHUC, Hudson, New York.

Successful midwest kilowatt has opening for general staff and news announcer. Qualifications: pleasant voice; flub-free delivery; sufficient experience to handle job in serious, professional manner. Complete resume with references, photo and tape to WMIX, Mt. Vernon, Illinois.

Announcer for local station in Georgia—college town. Send tape, details to WWNS Statesboro, Georgia.

Technical

Two first class engineers, no announcing. Excellent working conditions. Salary commensurate with experience. Permanent positions. Immediate opening. Central Pennsylvania. Box 626G, B•T.

Engineer to cover several states, installing and servicing specialized audio devices. Good salary plus expenses. Transportation supplies. Application should include list of experiences and references. Personal snapshot must be included (not returnable). Box 775G, B•T.

Engineer wanted: Combo, engineer and announcer. Job immediately. Prefer family man. Send photo, qualifications, east Texas station. Box 802G, B•T.

Wanted: Man with first-class phone for engineer position with small radio station. If interested write, Manager, P. O. Box 950, Dillon, Montana, stating qualifications and salary.

First phone combination. Technical and announcing. Pioneer Oregon station going to 5 kw within month. Modern transmitter building, finest equipment. Prefer western man. Permanent, good salary. Ideal living. Must have experience. KBND, Bend, Oregon.

Assistant chief with voice, to chief of 5 kw fulltime station. Contact Manager, KMED, Medford, Oregon.

Chief engineer with good announcing voice. Must be able to maintain composite equipment. Send full details and tape. KWG Stockton, California.

First class engineer. Contact Radio Station WGSM Huntington, Long Island, New York.

Engineer with first-class license. Radio and tv experience. Paid hospitalization and insurance. Union scale. Give full resume first letter, enclose recent snapshot. Write Chief Engineer, Radio Station, WJEF, Pantlind Hotel, Grand Rapids, Michigan.

First phone engineer-announcer for permanent position with progressive newspaper owned am and fm station located in heart of northern Indiana's lake region. Interested men may call collect. Fred Gesso, WRSW Warsaw, Indiana.

NO MATTER HOW **you look at it, a classified ad on this page is your best bet in getting top-flight personnel**

RADIO

Help Wanted—(Cont'd)

Programming-Production, Others

Radio copywriter wanted by top southwestern station. Must be professional. Box 753G, B•T.

Continuity writer for large independent station. Excellent salary. Box 779G, B•T.

Experienced copywriter for Texas 1 kw daytimer Send full details and sample copy first letter. KFRD, Rosenberg, Texas.

Young woman continuity writer. Immediate opening, qualified by experience or college training in journalism or radio speech, write advertising copy. Fulltime, must be proficient typist. Personal interview required. WKAN, Kankakee, Illinois, 36633.

Radio continuity writer. Capable woman with some experience writing radio copy. Address Program Director, WOC-Radio, Davenport, Iowa. Include copy samples, snapshot and experience resume.

Girl to handle traffic and some correspondence. Excellent pay to the right girl. WPAQ, Mt. Airy, N. C.

RADIO

Situations Wanted

Management

Seek station manager position in middle-west. 15 years thorough experience, all phases. Both indie and affiliated. Presently top salesman for one of nations leaders in half million market. Excellent references. Box 862G, B•T.

Present commercial manager, ten year background all phases, ready for manager. Have what you need. Prefer northern midwest. Box 881G, B•T.

Sold on radio and selling it. Proven ability to train and manage staff as a close-knit, productive unit. Salesman for seven years, last two as sales manager and manager of 5 kw. Family man, 31. Present income $9100.00. manager or commercial manager. Prefer midwest or southwest. References. Box 885G, B•T.

Consistent sales builder wants management of eastern medium-small station, 14 years experience, all phases radio-tv. Box 904G, B•T.

Managerial opportunity desired by top station salesman. Experienced all phases. Box 908G, B•T.

Sales

Hardworking, imaginative salesman who can double as PD, announcer. Excellent experience record. Prefer Texas, Arizona, New Mexico. Box 811G, B•T.

RADIO

Situations Wanted—(Cont'd)

Sales

Top salesman-air personality. Reputable, mature, good sales record, know business. Interested relocating. Box 871G, B•T.

Salesmanager-salesman. Well known, mature, successful. Desires opportunity in live market. Box 872G, B•T.

Salesman-dj-newsman. Hard worker. Completely experienced. Interview preferred. Box 876G, B•T.

Over ten years sales experience including radio and tv. Family man seeking radio or tv sales with future, prefer south. Box 888G, B•T.

Experienced salesman, announcer. Married, educated, sober, veteran. Better situation desired. Box 900G, B•T.

California only! Experienced salesman presently employed. Married. Box 912G, B•T.

Four years experience, first phone, announcing. Competitive market south or Texas. Ben Louden, 105 South Main, Sylacauga, Alabama, phone CH 5-7181.

Announcers

Announcer-engineer first . . . California location. Nine years present northwest employment. Tape will convince $125 minimum. Box 709G, B•T.

Finally left Korea! Recently discharged vet, 23, college grad, seeks DJ-news slot with young, progressive outfit. 5 years broadcasting experience. Board work, references. Available June 1. Box 840G, B•T.

Topnotch, country dj, staff announcer, pitchman must relocate in southern California. Experienced, reliable, good references, young and ambitious. Box 844G, B•T.

Four years staff-pop deejay. 25, married, college. Desire city with minimum population of 40,000. Great Lakes, east, midwest. Negro. Absolutely no racial accent. Presently staff-pop deejay southern-border state. References. Box 846G, B•T.

Ohio—Experienced announcer, programming, production. Staff, remotes, dj, know music, college. Good appearance. Box 858G, B•T.

Staff announcer, first phone, no maintenance, experienced, college, married, employed. Box 864G, B•T.

Morning-night dj, four years. Presently employed on American Forces Network, Germany. Available July Seventh. $100 minimum. Box 867G, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Attention: Fast moving station. Hard-working announcer to do sports interview, play-by-play and recap; also regular type interview, news and dj work. Friendly personality, good voice for commercial work. Have experience. Bachelor of Speech Degree. Can do same type of work in television. Will travel. References, tape available. Box 869G, B•T.

Experienced staff announcer with first class phone license. Prefer eastern states. Box 873G, B•T.

Negro dj, versatile, all phases. Good board operator, travel. Box 874G, B•T.

Personality-dj. Strong commercials, gimmicks, etc., run own board. Steady, eager to please. Go anywhere. Box 875G, B•T.

Girl-personality, dj. run own board, eager to please. Free to travel. Gimmicks and sales. Box 877G, B•T.

Hillbilly type personality, four years radio experience. Excellent guitar player. Good voice, large repertoire of songs. Will consider tv. Box 879G, B•T.

Fast paced dj, 3 years experience, hard sell, family. Box 884G, B•T.

Family man, top voice, 10 years experience. desires permanent change. Presently employed in and prefer large market area. Strong on sports play-by-play and news. College education plus 50 kw and tv background. Box 889G, B•T.

Attention Connecticut. Announcer, deejay, currently working Atlanta desires change. Hard working, sober, married. Some college studied voice. 26. Love radio. Looking for steady job along eastern coast, north or south. Tape, references. Box 903G, B•T.

Graduate of radio and television school desires announcer, dj position, will travel, married, draft exempt. Tape and resume available. Box 906G, B•T.

Beginner desires position southwest. BA in speech. 25, one year fm station experience, ad copy, sales. Box 913G, B•T.

Announcer with 3 years experience wants job in north, preferably within 250 miles of Chicago. $80 a month. 24 years old, married, veteran. Box 914G, B•T.

Announcer, 6½ years experience all phases. Married. Desires sound operation. Box 915G, B•T.

Play-by-play, staff 3 years experience. Northeast or midwest. Air check. Married. Box 916G, B•T.

Not a floater, but a reliable, commercially experienced announcer seeking position in larger market. Single, vet, will travel. Strong on news, commercials and all types of dj work. Box 917G, B•T.

First phone announcer. Former Air Force communications officer, married, Florida college graduate, seeks Florida position. Tape from Bill Draper, 24 Lee, Rockville Centre, New York.

Experienced. Available immediately. Cal Harvey, General Delivery, N. Wilkesboro, N. Carolina.

Radio announcer seeking permanent position in radio and tv. Station located in southwest. One year radio experience, some movie experience, 22 years old, married and knows good music. Call Jim Hepper, Mobridge, S. D.

Staff announcer, excellent radio voice, veteran, 27, single. Top references. Car, prefer midwest. Limited experience. Resume, tape, photo available. Marty O'Neill, 4521 W. Monroe, Chicago.

Opportunity presently employed top personality dj. 25, single, college, veteran. Experience metropolitan market and Noemac Stations. Employer knows of ad will give high recommendations. Consider all replies. George Peterson, 150 Victoria Road, Spartanburg, S. C., or call 3-2123 or 3-2727.

Sports and staff announcer, 4 years experience and college graduate. Emphasis play-by-play. Radio advancement, television opportunity. Presently employed. Charles Phillips, Circle Drive, Greenville, Tennessee.

1st phone, excellent pop music background, 1½ years radio school, finest references, some writing experience, tape, single, reliable, available immediately. Prefer northern California. Eddie Scherr, 173 N. Almont Drive, Beverly Hills, California.

Sports announcer, four years experience in all fields. Excellent play-by-play in all sports. Competent staff announcer. Seeking advancement. References. Tape. Dick Shilvock, Station KASL, Newcastle, Wyoming.

ANNOUNCERS

Radio stations throughout the country are rapidly converting to "combo operation". Keep pace with the trend—protect your security—get your first class F.C.C. license without delay. Put yourself on the preferred list for better, higher-paid positions. A first class F.C.C. license gives you the advantage over otherwise equally qualified applicants. We have trained thousands and can prepare you, too, for a first class F.C.C. license in a minimum of time. Our 32 page booklet, Opportunities in Electronics, explains how you can prepare for this all-important license quickly, through home study or in resident classes. This booklet is free. Write for it today.

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If you should fail the FCC exam after finishing our course, we guarantee to give you additional training at NO ADDITIONAL COST.

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Please send me your free booklet, telling how I can get my FIRST CLASS FCC license quickly. I understand there is no obligation and no salesman will call.

Name______________________________

Address____________________City__________State________

I am interested in: ☐ Home Study ☐ Resident Classes

RADIO

Situations Wanted—(Cont'd)

Technical

Chief engineer, Washington, D. C., vicinity (Maryland, Virginia or West Virginia). Twenty years experience am-fm and tv including color, both network center and smaller stations. Graduate engineer. Extensive administrative experience. Box 576G, B•T.

Engineer, 10 years am experience. Ham 27 years. No announcing. Permanent. Box 868G, B•T.

Engineer, 1st phone, 6½ years experience, tv and radio, college and night-school training, some micro-wave experience former am chief, don't drink. Permanent only. Box 878G, B•T.

Chief engineer 20 years broadcast all powers familiar with DA and construction. Family man, want permanent connection. Box 890G, B•T.

Thoroughly experienced chief engineer with $10,000 to invest wants permanent working connection with established station. Box 891G, B•T.

Programming-Production, Others

Experienced women's director, some tv. Versatile, strong sell, community relations—well versed other station functions. Wishes to relocate with progressive organization, larger market. Professional growth potential important. Box 742G, B•T.

Newsman—all phases. Ten years radio experience. Tape and copy on request. Box 776G, B•T.

Program director, able to handle operations, also announce and direct. Box 806G, B•T.

Program director, experienced in compiling local newscasts. Have been successful at selling radio time. Prefer medium or small market, south or southwest. Box 810G, B•T.

Continuity; fast, efficient, versatile woman writer. Excellent references. 11 years experience radio-television. Available immediately. Box 813G, B•T.

Experienced program man wishes to relocate in southeast. Box 821G, B•T.

Experienced program director seeks position with forward looking radio station stressing program originality and community relations. Skilled writer-announcer-producer. Family. Background data and tape on request. Available about July 1. Box 856G, B•T.

Wants to break into sales or production. Opportunity wanted by young, married man with four years of air work. Employed, college, prefer south or southwest. Box 880G, B•T.

Young minister desires position with affiliated church radio station. Box 901G, B•T.

TELEVISION

Help Wanted

Management

Sales manager with energy and ideas can go far in this job with vhf in rich southwest market. Box 749G, B•T.

Right hand man to assist manager of southwestern vhf. Must be capable of taking active part in sales, production, programming and promotion, and directing station staff. Excellent opportunity for qualified man seeking advancement. Give all details including experience and present salary. Box 788G, B•T.

Promotion manager VHF television only, Denver. Prefer TV promotion experience in west. Submit qualifications and salary to Box 865G, B•T.

Sales

Hard-working commercial manager for established **vhf station in one of Texas' fastest growing** markets. Box 750G, B•T.

Television sales. Salesman, young, personable, free to travel, sell special television promotion package. Expenses during training, commission when qualified. Give previous selling experience and as many particulars as possible. Box 755G, B•T.

Salesman, television. Active account list of local and area clients. Position open immediately. Base and incentive plan. Old established operation with excellent network, facilities and wide acceptance. Southern area. Give complete story with photograph, first letter. Box 817G, B•T.

Experienced salesman with good record to join happy, well-paid staff, Iowa, full power, VHF, CBS high-rated operation. Box 848G, B•T.

Wanted: Experienced salesman interested in making $250.00-300.00 per week, live in pleasant, warm and healthy community. Progressive management, station coverage dominates Arizona. Write particulars. Box 892G, B•T.

TELEVISION

Help Wanted—(Cont'd)

Sales

Have sales and announcing position open at VHF Network station. Located in one of the fastest growing sections of the southwest. Contact Box 910G, B•T. for full particulars.

Salesman to replace senior member of staff now servicing substantial list of major accounts. Highly attractive guarantee and incentive arrangement. WFBM-TV, Indianapolis, Indiana. Wire or write Commercial Manager, Don Menke.

Announcers

Television-radio announcer with quality voice, pleasing appearance and ability to sell product. Texas stations. Box 748G, B•T.

Producer-announcer with ideas, energy. Texas station. Box 752G, B•T.

Announcer. Pennsylvania station wants man for on-camera and booth work. Good salary for the right applicant. Send photo and resume to Box 847G, B•T.

Wanted: Tv pitchman-announcer, Denver market. Must be high-pressure salesman who will not burn viewers with his steam. Excellent opportunity for right party. Send audition film and written resume. No discs or tapes. Box 909G, B•T.

Opening for top-flight announcer strong on news and commercials. Will consider radio announcer seeking tv opportunity. Good salary. Contact Burton Bishop, KCEN-TV, Temple, Texas.

Immediate opening for on-camera announcer with some previous experience and ability to sell the product. Unlimited opportunity to work into producing or directing. Sales experience could produce additional income. Ray Smucker, KIVA (TV), P. O. Box 1671, Yuma, Arizona. State 6-8311.

Florida vhf seeking announcer-director with commercial television experience. Position available immediately. Top pay for right man. Tape, brochure, picture to Program Director, WCTV, P.O. Box 3166, Tallahassee, Florida.

Technical

Television engineer. First class license. Excellent pay and working conditions. Major southeastern market. Network station. Send detailed resume to Box 782G, B•T.

Transmitter engineer for mid-west station. One of nation's top stations. Salary, vacations, other benefits above average. Finest equipment. Radiotelephone First License required. State experience, education, and provide a recent snapshot. Box 800G, B•T.

Wanted, operator with 1st class license. Excellent opportunities. State experience and salary requirements. Box 887G, B•T.

3 engineers by June 15th. 1 year studio or transmitter maintenance experience, first phone license. Pay $5,100, with excellent vacation, retirement, sick leave and other public school employment benefits. Contact immediately, Herb Evans, WTHS-TV-FM, 1410 N.E. 2nd Ave., Miami, Florida.

Television studio and transmitter engineer. Immediate opening with progressive, well established company for first phone licensed man. Full resume salary desired, recent snapshot with first letter. Herbert H. Eckstein Sr., Chief Engineer, WTVO, P.O. Box 470, Rockford, Illinois.

Programming-Production, Others

Award-winning midwest television newsroom looking for radio or television newsman. Must be good beat man. Box 651G, B•T.

Director-announcer with dependability and originality. Must be able to switch. Box 746G, B•T.

Film editor with good background. Texas vhf. Box 747G, B•T.

Continuity writer, television-radio experience. Must be able to turn out copy with speed, imagination. Box 751G, B•T.

Director-announcer, midwest NBC-TV affiliate, medium market. Emphasis on direction. Send a photo and resume to Box 851G, B•T.

Tv continuity writer. Capable woman with minimum of one year's experience writing tv copy. Ability with variety of accounts and to meet well with clients necessary. Address Program Director, WOC-TV Davenport, Iowa. And include copy, samples and snapshot together with experience resume.

Immediate opening for traffic manager. Tv only operation. Send information to the General Manager, WTVO, Rockford, Illinois.

STATION OWNERS SET THE RULES IN OUR SERVICE

If you are considering a sale, your price and terms are the first order of business. If we feel they are too high or too low, we will say so. Once they are agreed on, we accept them as the basic guide in finding a qualified buyer.

Before negotiations begin, you can be sure that our buyer knows your thinking, and is prepared to act without exhaustive bargaining.

There can be honest differences of opinion, of course, on the worth of a property. Most sellers, since they were once buyers, know that.

It is our job to conduct discussions with both parties on a dignified and frank basis; respecting confidences; protecting equities, and making sure that differences are resolved whenever possible.

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TELEVISION

Situations Wanted

Management

General-sales manager—8 years radio sales and management—4 years tv sales manager—strong local and national sales in competitive markets. Strong promotion-programming. 35 years old. Presently employed. Write Box 783G, B•T.

Sales

Sales manager radio-tv. Available either or both. Married, degree, excellent background production, news, sales and management. Want congenial surroundings, advancement, permanency. Box 852G, B•T.

Veteran, 25, family, college, 2½ years tv, promotion, film, floor. Desire combination sales and direction. Box 870G, B•T.

Announcers

Eleven years all phases radio-tv announcing. Top references. Box 793G, B•T.

10 years background, announcer-director-programming. Successful children's, news, weather, wrestling shows. Looking for progressive operation offering advancement. Box 805G, B•T.

TV newscaster-announcer. Seeking challenging opportunity for betterment. Presently employed, past two years, by one of midwest's top tv-radio operations. Four years tv. 6 radio. Pleasing looks and authoritative voice. Desire to settle permanently. Box 854G, B•T.

Staff and sports play-by-play. Seven years experience all phases. Would like shot at television. Box 855G, B•T.

Sportscaster, 9 years experience, radio-tv. Wants major market shot. Top tv-radio play-by-play all sports, MC, public relations, news, prefer radio-tv combo. Family, vet, college grad., currently employed. Top references, sof audition, tapes on request. Box 861G, B•T.

On camera announcer, creative director. Can handle personality show. Aggressive, ambitious. Family, late twenties. Box 883G, B•T.

Experienced woman broadcaster, professional dramatic training, writing experience, knowledge of typing and shorthand, wishes to join tv production staff. Washington, D. C. area. Phone LOgan 7-2494.

TELEVISION

Situations Wanted—(Cont'd)

Programming-Production, Others

Director, 4 years experience. 7 years R-TV announcing. 31, mature, degree. Budget-conscious, creative. Box 818G, B•T.

Graduate, tv school desires work of any type. Single, draft deferred, will relocate. Box 843G, B•T.

TV director. Ambitious. Good record for ability and reliability. 3½ years in all phases of production. Wants opportunity with a growing production team. Box 845G, B•T.

Alert news photographer, experienced all phases television photographic production, editing, news writing. Organizational ability. Wishes to progress with expanding Tv station. Box 860G, B•T.

Young woman, college graduate, 10 years experience radio-tv traffic and operations management, wishes to relocate with progressive tv station in larger market. Box 863G, B•T.

Exchange phones for pencil! Director, three years experience every department tv. Desire ass't. Programming-operations. Family, college. Box 882G, B•T.

Program manager or assistant. TV newsman wants to move up. Have varied program ideas, know production problems, plus experience radio announcing and special events. MS, family man, 28. Box 902G, B•T.

Television training plus thorough photographic background. Married, salary open, resume tells all. Ted Fishkind, 1925 Lilac Drive, Westerbury, N. Y.

FOR SALE

Stations

Midwest, daytime station, single station market, $48.000 full price, $18,000 cash, balance terms. Box 841G, B•T.

Absentee owner seeks 50% partner-manager for promising single-station New England kilowatter. If you have know-how, this is it! $10,000 cash required. Box 898G, B•T.

TOP PEOPLE NOW READY IN MIDWEST

TV and Radio Production, Announcers

Classes have just completed training in both TV Production and Radio Announcing in our Chicago studios. They have had extensive, practical training, using standard commercial equipment under the direction of professionals. For these people in particular, or for TOP TV people in all sections of the country, call our Chicago school or John Birrel at our home office.

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SCHOOLS

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HOLLYWOOD, CALIFORNIA
1440 North Highland
HO 4-7822

CHICAGO, ILLINOIS . . . . . .
540 N. Michigan Avenue
DE 7-4504

FOR SALE—(Cont'd)

Stations

Texas daytimer, one station market, excellent potential for owner-manager. $20,000.00 cash, balance $400.00 month. Box 911G, B•T.

Sold. 40% of all the broadcast stations listed with this agency since its establishment. Private, confidential service. Ralph Erwin, Broker, Tulsa.

California-Combination fm station Hi Fi music store, major market, asking $45,000 Exclusive—Wilt Gunzendorfer and Associates, 8630 W. Olympic, Los Angeles.

Central New York State, 250 watts, 1230 kc, serving prosperous manufacturing and dairy-farming area. Fulltime license. Real community station, no affiliation. AP service. $42M gross, $30M exp. Price to sell. Our No. 9935. May Brothers, Binghamton, New York.

The Norman Company, 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion, based on operating our own stations.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. **Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.**

Wyoming, quarter kilowatt network, $17,500 down, terms. Exclusive—Wilt Gunzendorfer and Associates, 8630 W. Olympic, Los Angeles.

Equipment

For sale: 12 kw GE uhf transmitter, frequency modulation monitor. Unusual opportunity. Box 734G, B•T.

Tapak, portable recorder, hardly used, price $250 cash. Box 842G, B•T.

5 kilowatt transmitter, Westinghouse 5HV-1, excellent condition. Presently operating on 610 kc. Complete with tubes and crystal. Best offer takes. Also 7 RCA 70D transcription assemblies, original equipment. Box 896G, B•T.

For sales; one new Bliley Electric Company crystal, plug in type to fit transmitter for 1570 kc, type number BH8, serial number 554. Also, one 1570 crystal for General Radio Company frequency monitor. Will sell both for $120.00. Write P. O. Box 644, Brookhaven, Miss.

For sale: Gates 1,000 watt transmitter, used 2 years in daytime station; Gates monitors; 225 foot tower, with lights and light controls, now standing; co-ax cable, 1 RCA turntable with pick-up and filter; 1 cabinet back; one open rack; one PO 3 RCA remote amplifier; Altec limiter; monitor speakers and cabinets and other miscellaneous items. Write WDOR, Sturgeon Bay, Wisconsin.

Have Truscon self-supporting tower, 140 feet, and Wincharger guyed tower, 192 feet. Need 200 foot self-supporting for AM-FM use. Interested in selling or trading. WLAG, LaGrange, Georgia.

16 mm. film processor. Houston Model 11—negative, positive, or reversal. 25 feet per minute. Temperature control water jacket. Refrigeration unit •recently rebuilt. Available for immediate shipment—$2,500.00. Write or phone: WTTV, Essex House, Indianapolis, Indiana, Melrose 5-8656.

Commercial crystals and new or replacement crystals for RCA, Gates, W.E. and Bliley holders; regrinding, repair, etc. Also A. M. Monitor service. Nationwide unsolicited testimonials praise our products and sevice! Send for catalog. Eidson Electronic Co., PR3-3901, Temple, Texas.

For sale: RCA 76B4 consolette, power supply, two RCA 70A turntables in cabinets. Remote Service Plan, 548 Sheffield Ave., Brooklyn 7, New York.

WANTED TO BUY

Equipment

Wanted: 1 kw W. E. AM transmitter type 443-A1. Quote price and delivery. Write Box 814G, B•T.

Want RCA-FM amplifier 10 kw. Also four-section pylon or six bay ring type antenna for high end of FM band. Box 820G, B•T.

All types of studio and transmitter equipment, both low and high channel. State condition, make, and price. Box 886G, B•T.

INSTRUCTION

FCC first phone license in six weeks. **Guaranteed instruction by master teacher. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent** Drive. Dallas, Texas.

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics, Desk B-A, 821 19th Street, N. W., Washington 6, D. C.

RADIO

Help Wanted

Sales

SALES ENGINEERS

Broadcast equipment manufacturer has immediate openings for sales engineers to travel and call on radio stations in the following territories:

Mountain States (Denver)
Upper Southern States
South East

Technical background essential, preferably as chief engineer AM station. Permanent position. Many company benefits. Salary, expenses and incentive bonus system provides high earning potential for aggressive sales-minded individual. Send resume to

Box 419G, B•T

FIELD REPRESENTATIVE

National industry organization has immediate opening for Field Man to handle member and prospective member contact work. Radio and/or TV sales experience desirable. Nearly fulltime travel by own car, mostly Northeastern USA. Salary and expenses. Send complete resume and photo first letter.

Box 824G, B•T

RADIO

Situations Wanted

Announcers

***PRESCRIPTION:* For Sad Station Managers with "Unhappy Hoopers, Poor Pulses and Anemic Nielsens!" Daily shots by No. 1 Show Surgeon now in major metropolitan market. Holder of D.D.J. and A.S. Degrees (Doctor of Disc Jockeying and Air Salesmanship). Have instruments, (hit records), will travel.**

Box 831G, B•T

RADIO

Situations Wanted—(Cont'd)

Programming-Production, Others

PROGRAM DIRECTOR

50,000 WATT MAJOR
EASTERN MARKET INDIE

LOOKING FOR NEW OPPORTUNITY.

BOX 907G, B•T.

TELEVISION

Help Wanted

Sales

TV SALES

Excellent Income

Local-regional position available within 3-6 weeks and you should be available within that time. Major network station, excellent market, eastern. Salary and commission. Send full details and include photo.

Box 816G, B•T

TELEVISION

Help Wanted—(Cont'd)

Announcers

TV EMCEE
WHO COMBINE
GEORGE GOBEL AND BILL NIMMO

Not a Juvenile Dee-Jay . . . but someone who has interesting things to say . . . who says them in a way to compel attention. Needed to work with clients, agencies, production and continuity people to produce and deliver on-camera commercials that sell. No applicant considered without SOF clip or tape, photo, resume of experience, and references, professional and personal. Box 905G, B•T.

Programming-Production, Others

PROMOTION DIRECTOR WANTED

Young man with creative ideas for over-all promotion and merchandising abilities needed for live-wire television station. Qualities of good follow through, co-ordination with people in all departments and good judgment required. Newspaper owned. Send history, references and picture. Present director promoted to newspaper.

Sales Manager, WTVH
Peoria, Illinois

FOR SALE

Stations

UNUSUAL BUSINESS OPPORTUNITY

Multiplex channels of maximum power FM station available for lease. Main carrier one of finest signals in major Eastern market—population over three million. Small investment, low overhead can make this very attractive venture for enterprising individual or group. Write

Box 897G, B•T.

OPPORTUNITY UNLIMITED!

Are you an asst.-mgr., a sales mgr. or a salesman in a small or medium-sized market with no opportunity to advance in your station or market? We can offer unlimited opportunity to make money in management in an expanding 8-station radio-tv chain, many located in the top 10 markets. Send complete background, photo to:

Tim Crow, Rollins Broadcasting • Telecasting, Wilmington, Delaware

We'll soon need:

3 Deejays **2 Newsmen**
1 Continuity Writer

Expanding Northeastern major-market multi-station group. If you're a pro who can do a job in highly competitive markets, you'll like our organization. Salaries open—and good! Tell all first letter. Tapes returned after careful audition. All replies confidential and staff knows of this ad.

Box 850G, B•T

FOR SALE

Equipment

TV EQUIPMENT FOR SALE

1—DuMont 303A test oscilloscope 5" tube, illuminated scale, response 10 cycles to 10 mc.

1—DuMont 323 test oscilloscope 5" tube, illuminated scale, response 10 cycles to 10 mc, expanding variable notching feature.

In use about 18 months. In excellent working condition. Will consider any reasonable offer.

Station WDBJ-TV
P.O. Box 150
Roanoke, Virginia

TEN AMPEX 350 RECORDERS
AVAILABLE FOR JUNE DELIVERY
ALL NEW—FACTORY PACKED

Rack Mounts, Portables, consoles
At regular Net Prices
Write or call collect to:

HIGH FIDELITY UNLIMITED
935 EL CAMINO REAL
MENLO PARK, CALIFORNIA
DAVENPORT 6-5160

EMPLOYMENT SERVICES

BROADCASTERS EXECUTIVE PLACEMENT SERVICE
CONFIDENTIAL CONTACT
NATIONWIDE SERVICE
HOWARD S. FRAZIER, INC.
724 FOURTEENTH STREET, N. W.
WASHINGTON 5, D. C.

WE'VE MOVED TO PORTLAND
Our service is the same, though. Still the Top Jobs and the Top People, with just the Person or Job you're looking for.
Contact M. E. Stone, Manager . . . .
NORTHWEST RADIO & TELEVISION EMPLOYMENT SERVICE
2118 N.W. Overton
Portland 9, Oregon—CA 3-7248

LOOK SOUTHWEST
For outstanding job opportunities and qualified applicants in the radio-TV industry. Managers, Announcers, Directors, D.J.'s, Newsmen, copywriters. Outline your experience or needs. Radio-Tv Dept., SACKS EMPLOYERS SERVICE, 438 Wilson Bldg., Dallas 1, Texas

6 New Tvs, 1 Am Radio Among Canadian Bids

APPLICATIONS for six new television stations, one new radio station and numerous station power changes will be heard at the June 25 meeting of the board of governors of CBC at Ottawa, Ont. The board also will hear applications for share transfers of 18 stations and transfer of one station.

Three tv applications are in western Canada, where CHCA Television Ltd., is asking for a ch. 6 station at Red Deer, Alta., with power of 4.15 kw video and 2.08 kw audio and antenna height of 714 feet. At Prince Albert, Sask., Central Broadcasting Co., which operates CKBI Prince Albert, is applying for a tv station on ch. 5 with 61 kw video and 36.5 kw audio power and antenna at 798 feet above average terrain. William D. Forst is applying for a tv station at Swift Current, Sask., on ch. 5 with 9 kw video and 4.5 kw audio power and antenna 518 ft.

In eastern Canada, CHOV Pembroke, Ont., is applying for a tv license on ch. 5 with 19.1 kw video and 9.5 kw audio power and antenna of 503 feet height above average terrain. CKBL Matane, Que., is asking for a tv license there on ch. 9 with 160 kw video and 95 kw audio power and antenna of 621 feet height. Henri Audet is applying for a tv license at Three Rivers, Que., on ch. 13 with 3.07 kw video and 1.53 kw audio power and antenna of 591 feet height.

At the new nickel mining region of Moak Lake in northern Manitoba, Marlene Beaudoin, daughter of Canadian House of Commons Speaker Rene Beaudoin, is applying for a radio station at the town site of Thompson with 1 kw on 610 kc.

CKCO-TV Kitchener, Ont., is applying for a power increase on ch. 13 from 31.4 kw to 275 kw video power, from 16.9 kw to 142 kw audio, with antenna remaining at 928 feet above average terrain.

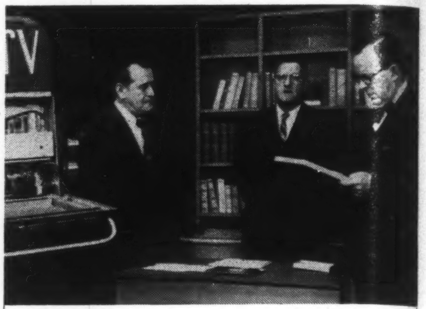
CHFI-FM Toronto, Ont., is asking for an increase from 340 w on 98.1 mc to 9.45 kw on the same frequency, and antenna height increased from 186 to 204 feet. The station is located in downtown Toronto, with its antenna on one of the tallest office buildings.

CJET Smiths Falls, Ont., daytime station, is requesting increase to fulltime operation and frequency change with 1 kw power from 1070 to 630 kc.

CHLT Sherbrooke, Que., wants to increase power from 1 to 5 kw and frequency change from 900 to 630 kc. CKRB Ville St. Georges, Beauce, Que., is asking for a power increase from 250 w to 5 kw day and 1 kw night, with frequency change from 1400 to 1250 kc.

CFGP Grande Prairie, Alta., wants to up its power from 5 to 10 kw on 1050 kc. CHLO St. Thomas, Ont., is applying for a power increase on 680 kc from 1 to 10 kw.

CFOR Orillia, Ont., is requesting a change in licensee name from Gordon E. Smith to Radio Station CFOR Ltd., without affecting control of the station. CKOK Penticton, B.C., wants to change control of the station, through share transfer from CKOK Ltd., to M. Finnerty interests, now holding 40% of the station.



"FOR their activities in community affairs . . . the establishment of an editorial policy . . . inducing the Province of Ontario to take action . . . upon many municipal problems," Canadian Minister of External Affairs Lester B. Pearson (r), presents a Beaver award to CKSO-AM-TV Sudbury, Ont. Robert Evans, CKSO news editor (l), receives the award as Roger Mitchell, member of Parliament for Sudbury, looks on. The Beaver Awards, established over a decade ago by *Canadian Broadcaster & Telescreen Magazine*, are considered the Canadian equivalent of the Peabody Awards.

CFOR, CKVR-TV Relay Approved

WHEN fire destroyed the transmitter building and equipment of CFOR Orillia, Ont., permission was granted by the Canadian Department of Transport to transmit CFOR through the facilities of CKVR-TV Barrie, Ont. This unique setup meant that CFOR listeners would have been able to hear the radio station from sign-on to mid-afternoon by turning their tv sets to ch. 3, Barrie.

The unusual relay was the idea of Ralph Snelgrove, owner of CKVR-TV. When he heard of the fire in Orillia, Mr. Snelgrove offered equipment and personnel to CFOR to aid the station in returning to the air, and also obtained permission for the relaying of signals. The relay system was not used, however, since CFOR was able to return to the air within 24 hours after the fire.

Satellite CJOX-TV on Air

CANADA's first satellite tv station, CJOX-TV Argentia, operating on ch. 10, officially went on the air last Wednesday, bringing tv to an estimated 45,000 additional Newfoundlanders who had not previously been covered by tv. This brought the total coverage of the twin operation of CJON-TV St. John's and CJOX-TV to 279,586 people, the stations announced.

Film Exchange Meet Planned

PLANS are underway to stage an international conference on the exchange of television films during the Edinburgh, Scotland, Festival Aug. 18 to Sept. 8, 1957. The program is being drafted by Mr. Henry Cassirer of the UNESCO tv branch in Paris. The conference is aimed to attract tv and film experts from various countries.

ABROAD IN BRIEF:

U's FOR WEST GERMANY: Tv receiver manufacturers are reported to be tooling up fast for uhf sets now that vhf channels are almost absorbed and West Germany Radio Cologne and North German Radio Hamburg and others have ordered their first uhf transmitters. Two experimental ones are already sending. But there are not, as yet, any uhf receivers in Germany.

In another inter-media development, the West German Newspaper Publishers Association has decided to initiate what is expected to be a long court battle to stop existing, semi-official tv stations from doing commercials, and get private stations, currently barred by law, admitted in their place. The publishers realize that it may take years to push this through the courts.

FEES FOR SWITZERLAND: The Parliament is considering a bill that will finance tv service through monthly license fees.

TV IN POLAND: The nation's newest tv station was reported on the air the first of this month in Poznan, according to Polish Embassy officials.

PLANS IN MOROCCO: It's reported that two tv stations will be built this year for the benefit of American Armed Forces personnel. Locations are expected to be at Nouaceur and Sidi-Slimane Air Base.

BETTER RUSSIAN TV: A number of complaints that programs are drab and uninspiring are said to have prompted the Soviet Council of Ministers to form a State Radio & Tv Committee.

NAPLES MOVIES SUFFER: Tv has sharply cut box office take, and theatres plan to close every Wednesday starting next week. Some are reported fighting the challenge by installing tv sets and showing the most popular shows during intermission.

Hong Kong Firm Completing Closed-Circuit Tv System

A closed-circuit television system is about completed in the British Crown colony of Hong Kong, NBC correspondent Jim Robinson reported last week. Hong Kong is at the mouth of the Canton River, near Communist China and its tiny 32-square-mile area teems with 2,270,000 people.

Mr. Robinson reported a privately owned company—Rediffusion Hong Kong—supplied the sets at $10-a-month rental fee. He said Rediffusion is installing about 100 sets weekly with an initial installation of 1,500 sets. The installation fee is $5.

Optimism is high among Rediffusion officials, according to Mr. Robinson. Basing future tv estimates on their radio operation, which grosses more than $100,000 a month on rentals alone, they appear convinced Hong Kong television will be a "smashing success."

The 16-inch tv sets are manufactured in England and are "tropicalized" for the humid climates.

The tv service will offer four hours of daily programs consisting of a newsreel on world and local events, filmed programs the U. S. and England, locally produced Chinese programs and public service cut-ins from around the colony, the NBC newsman said. But one big problem exists—language. "It would seem there are more Chinese dialects than Chinese people," he remarked.

IAAB, IPA Censure Paraguay For Closing of Radio Stentor

THE Inter-American Assn. of Broadcasters and the Inter-American Press Assn. have jointly censured the government of Paraguay for the closing of Radio Stentor, Paraguay, and actions against its owner, Manuel Caballero. This is the first time the Panama Doctrine has been applied in connection with a radio station. The Panama Doctrine was drawn up by the IAAB and the IAP to support free dissemination of information.

Musical interference appeared on Radio Stentor's frequency last Nov. 8 during a government broadcast aired on all Paraguayan stations. Official opinion was that the interference was not accidental, and Sr. Caballero and the station's technical director were arrested. Radio Stentor was closed. In December, the station again was allowed to broadcast, but was closed again four days later on grounds the interference was due to technical deficiencies and negligence of personnel, both punishable by law. Another order of arrest was issued against Sr. Caballero, and he fled to Uruguay, where he remains at present.

The IAAB and IAP, in their support of Radio Stentor, denounced the station's closing as a reprisal against a political opponent, stating that "the closing of an organ of information . . . constitutes an attempt against freedom of information and expression and . . . injures the essential principles sustained by the UN and the Organization of American States, which the Government of Paraguay promised to respect."

Sir A. Fforde New BBC Head

THE headmaster of Rugby School, Sir Arthur Fforde, last week was appointed chairman of the British Broadcasting Corp. for a five-year term starting Dec. 1. He succeeds Sir Alexander Cadogan in the post that pays an annual £3,000 ($8,400). Sir Arthur became headmaster of the school in 1948 after serving in a number of government posts during World War II.

INTERNATIONAL SHORTS

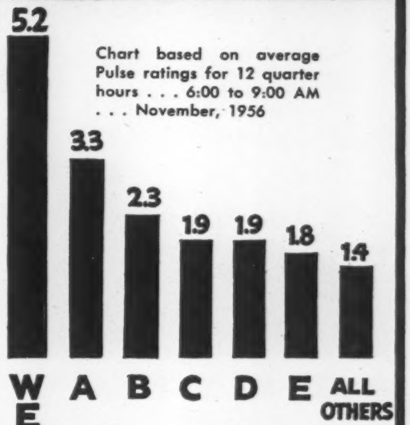
Bradley, Venning & Hilton Ltd., Toronto, Ont., advertising agency, enfranchised by Canadian Assn. of Radio & Tv Broadcasters.

CKMI-TV Quebec City appoints H. N. Stovin & Co., Toronto, as exclusive representative.

CHUM Toronto on May 27 began operation on 24-hour-a-day basis with new 2.5 kw transmitter on 1050 kc. Station had been on air as a dawn-to-dusk station since 1945.

James Lovick & Co. Ltd., Vancouver, B. C., opens office in San Francisco with firm name **James Lovick & Co.**

Bill Pierce Is Your BEST BUY In The SCRANTON MARKET



For 27 years, Scranton's top salesman, Bill Pierce dominates the audience in eight Pennsylvania counties served by WEJL.

Ask MEEKER For Proof!

WEJL

The Scranton Times

SCRANTON, . . . PENNA.

AVAILABLE!

AGENCY AFFILIATION

IN THE WEST

* * *

A fast-firing, talent-loaded ad agency. . . . COMPLETELY organized to service . . . to hold . . . to boost. . . .

YOUR BILLING

as your

SUBORDINATE AGENCY

* * *

REFERENCE CLUES

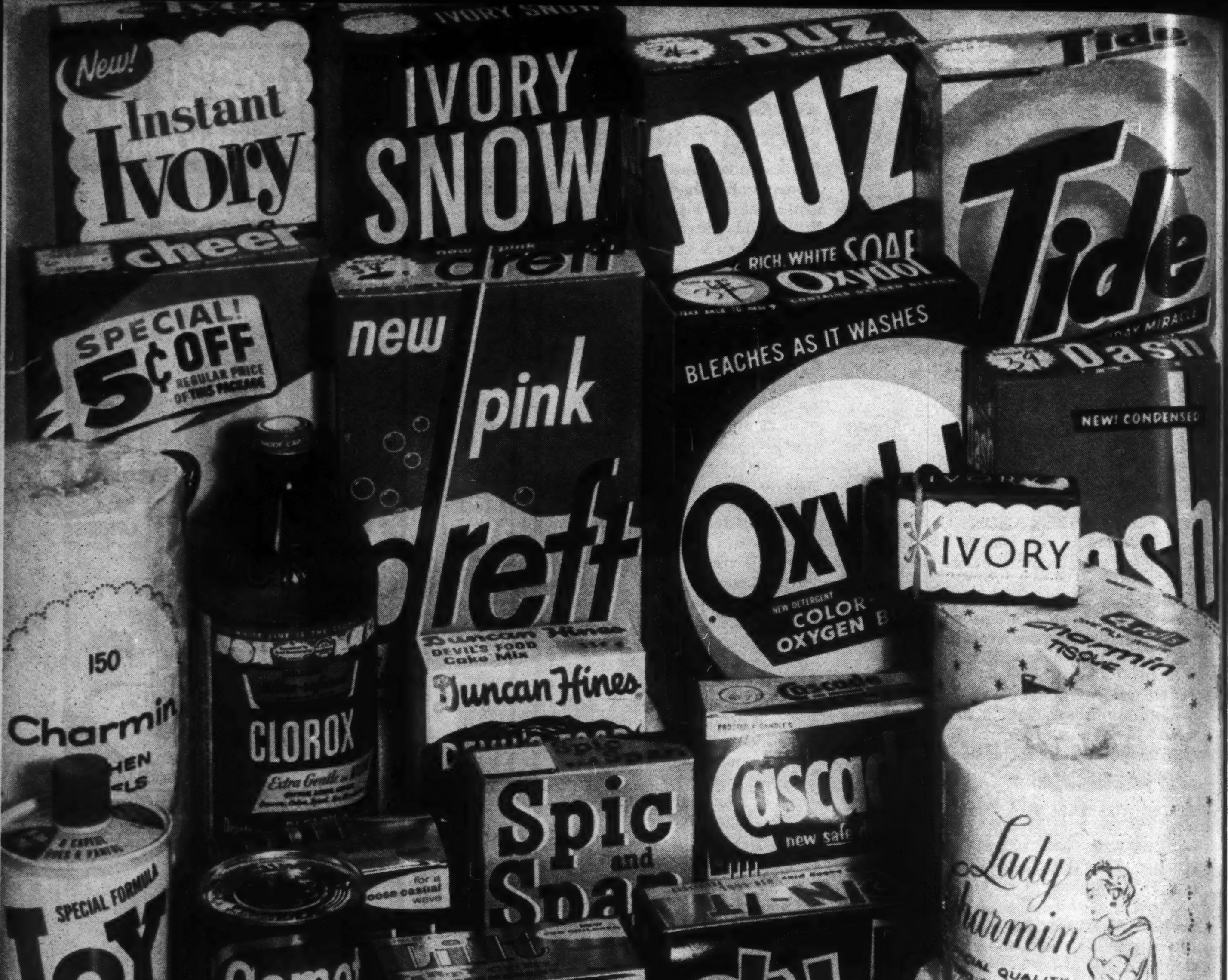
Billing . . . $1,538,000.00 in 1956. More in '57!

Location . . . SECOND TO NONE . . . in *SATURATION* . . . offices and reps in Seattle, Portland, Richland, Stockton, Salt Lake City, Fort Worth, San Diego, Long Beach, Phoenix and LOS ANGELES. . . !

If you need WESTERN representation . . . and FULL CONTROL *assured* for your accounts. . .

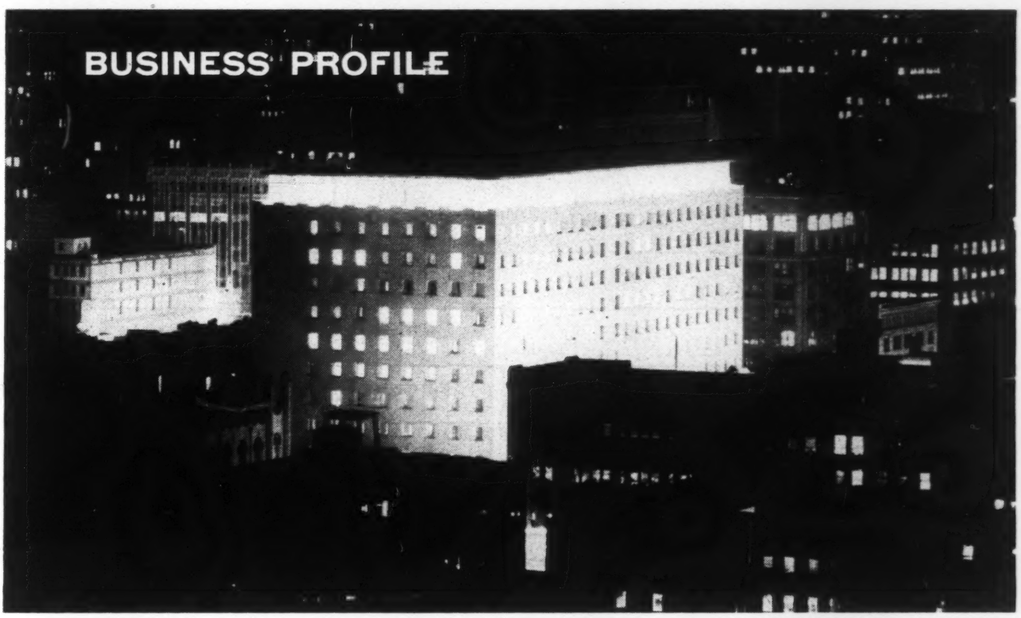
write or wire

BOX 385-G, BROADCASTING-TELECASTING


New! Instant Ivory
IVORY SNOW
DUZ
RICH WHITE SOAP
Tide
cheer
SPECIAL! 5¢ OFF REGULAR PRICE OF THIS PACKAGE
new pink Prell
Oxydol
BLEACHES AS IT WASHES
NEW DETERGENT COLOR-OXYGEN
Dash
NEW! CONDENSED
IVORY
Charmin
150 Charmin
CLOROX
Duncan Hines
DEVIL'S FOOD Cake Mix
Cascade
new safe
Spic and Span
Lady Charmin
SPECIAL FORMULA
Joy
Comet
CLEANSER
Charmin tissue
PRELL SHAMPOO
Golden Fluffo
Crisco
BIG TOP PEANUT BUTTER
GLEEM
Kirk's American Family Soap
Lava
NEW WHITE Lava The HAND SOAP
CAMAY
Crest
Drene
Shasta

THE P&G LINE, INCLUDING ALL THE SOAPS, DETERGENTS, TOILETRIES, TISSUES AND FOODS IN NATIONAL DISTRIBUTION

BUSINESS PROFILE



HEADQUARTERS FOR WORLD'S LEADING SELLER OF SOAPS AND DETERGENTS—PROCTER & GAMBLE BUILDING, CINCINNATI

HOW P&G CLEANS UP WITH TELEVISION

Soap giant spends $60 million a year on tv—and counts every dime

by J. FRANK BEATTY

THE world's most successful seller of household cleansers is the world's biggest buyer of television time.

Procter & Gamble Co. belongs to the select billion-dollar sales club of American industry. Sales in its fiscal year 1957 (which ends June 30) promise to reach or pass $1.2 billion.

To attain this volume P&G (1) produces a line of low-cost cleansers, food specialties and toiletries found in 95% of American homes and (2) spends close to $60 million a year (gross) for television time.

This tv package, they say around P&G's cleansing cathedral in Cincinnati, is "the biggest piece of advertising anywhere."

The story of the way P&G uses advertising media to move its merchandise into 46 million homes is predominantly a broadcast story. Once it was radio; now it's television.

P&G's miracle of merchandising in the last quarter-century occurred simultaneously with two of the most important developments in distribution history—

- The evolution of radio in the 30s and 40s into the leading mass-influence medium of the era (and still the lowest cost of all mass advertising methods), and
- The spread of television in the current decade into more than four-fifths of all homes.

While the two broadcast media were changing the whole course of selling history, P&G was fitting its marketing scheme into the pattern. And while the No. 1 seller of cleansers was selling more of its line (plus tissues, food specialties and toiletries) than competitors, it dominated network and spot radio up to a couple of years ago, and now dominates network and spot television ($43.4 million network gross, $17.5 million spot).

Americans spend more than $13 billion a year for personal grooming. P&G gets a whopping share of this business, and upward spiraling shares in its non-cleaning lines, by a simple media formula that President Neil McElroy described to B•T in this cryptic way:

"We emphasize television because it sells our goods economically."

P&G spends three-fourths of its estimated $79 million media budget on television.

A top agency executive who insists on anonymity summed it up:

"P&G is the most sophisticated advertiser, and the smartest, too."

In more than a century of advertising, P&G has developed a bag full of selling tricks and doesn't care to discuss them. But anyone who makes a careful study of P&G selling will discover that all these tricks boil down to—

- Manufacturing inexpensive products used in nearly every home.
- Selling hard in language women understand.
- Using media that reach the largest number of women with the most impact—principally network and spot television, supported by print media plus huge sampling and coupon deals.

This technique has sold so much P&G merchandise that the company has close to three-fifths of the soap-detergent market, 25% of edible items in its fields, 5% of toiletries (the figure's rising) and 10% of chemicals.

Four million women take home P&G merchandise every day. Over half of their purchases are products developed in the last decade by P&G's extensive research facilities.

What about the future?

P&G has enough new stuff in its laboratories to support several major enterprises. Its researchers are playing atom checkers. Others are dreaming of fantastic ways of keeping America clean by sonic and ray gadgets.

"We're keeping abreast of all these experiments," says Mr. McElroy.

As to media trends, his company calmly converted all its network broadcasting into television. Looking for the best and most

P&G'S MEDIA BUYING IN THE TV ERA

YEAR	NETWORK TV	SPOT TV	NETWORK RADIO	SPOT RADIO	MAGAZINES
1950	$ 570,294	NA	$18,357,909	NA	$ 4,574,834
1951	7,579,587	NA	18,159,693	NA	6,714,411
1952	14,204,797	NA	16,235,025	NA	6,489,790
1953	14,790,061	NA	14,341,931	NA	6,386,478
1954	23,701,228	NA	12,339,668	NA	5,983,813
1955	33,822,228	NA	8,189,584	NA	7,134,040
1956	43,457,339	$17,522,450	NA	NA	10,781,921

NA—Figures not available

economical media buys, Mr. McElroy says, "We don't want to have all our eggs in one advertising basket. We will use any and all media—we want to sell our products. The next media development will be color television."

P&G was among the first to try color. Emulating its careful pattern in embracing television, the company is learning about color on the NBC-TV *Matinee*.

Still using spot radio, P&G is marking time on network radio for a while. "We're trying to find new ways of using radio effectively," Mr McElroy explains. "We've used radio successfully in the past and hope to use it effectively in the future. We're experimenting while it is going through changes. We have an open mind on media."

Right now P&G figures network radio has lost some of its effectiveness, especially for daytime serials, and prefers the continually expanding audience of feminine tv viewers.

Advertising, P&G style, is as near an exact science as any service can be, a detailed look at the company's selling setup will disclose. An advertising staff of 100 is directed by able executives of long experience with the company. President McElroy came up the P&G ladder through advertising ranks.

"We are informed buyers of agency services," they often say at P&G. Agreeing whole-heartedly with this description are 10 P&G agencies—Benton & Bowles, Compton Adv., Leo Burnett Co., Campbell-Mithun, Gardner Adv., Dancer-Fitzgerald-Sample, H. W. Kastor & Sons, Grey Adv. Agency, Young & Rubicam, and Tatham-Laird. P&G has a history of staying with agencies once it has selected them.

Here is a typical agency look at the situation, "P&G has learned over a period of years to get the most out of its agencies. It depends on agency recommendations before buying time or space. The company is tougher than most clients because it expects its agency to know radio, tv and P&G inside out, and thanks to P&G these agency personnel are well-informed. Top agency personnel are always assigned to P&G because it is one of the biggest accounts."

Another agency executive added, "They're tough but they're good."

If advertising is a science at P&G, it's a flexible science. Currently the company is on a "new" binge in its copy—New Tide does a better job than old Tide; extra-rich Prell leaves hair looking radiantly alive; new squeeze-comb Lilt; new pink Camay; new pink Dreft; new Comet cleanser with chlorine; Cascade, new, safe detergent; new Big Top peanut butter, no oil separation; new Instant Ivory Flakes; new Drene shampoo; Lilt Party Curl, new for children; new condensed Dash; Oxydol, new detergent with color-safe oxygen bleach; new, gentle Joy; new white Lava; new Blue Dot Duz (a detergent competitor to Duz soap). After a decade P&G has "made something even better than Tide"—new Tide with reserve cleaning power.

COMPETITION IN THE FAMILY

Mr. McElroy is credited with developing the art of inside competition. Tide, Duz, Cheer, Dash (a low-sudser), Joy, Dreft, Ivory Flakes, Ivory Snow, Oxydol—all are sold against one another in various ways with specialized uses emphasized. Tide clean may be the cleanest, especially the brand new Tide, but "today's Duz gives you whiter sheets." Tide gets downright friendly by advising Cascade for automatic dishwashers.

If Mrs. America is worried about dishwater or laundry-tub hands, P&G has some answers: "Duz is the kindest possible to hands"; Joy is "mildest for your hands"; Dreft is "lotion-pink, milder to hands."

Soap vs. synthetic detergents? "The soap in Duz leaves clothes softer than detergents can." But detergents long ago left the soap business far behind and even venerable Oxydol, Ma Perkins' favorite soap powder, joined the synthetic family. Actually, both soap and the newer synthetics are detergents.

P&G punches out its brand names with emphasis, but gives little attention to promotion of the corporate name in advertising or on labels. For one thing, the name isn't catchy; for another, it wouldn't synchronize easily with the intra-company competition.

And there would be puzzles in brand semantics if P&G were emphasized in copy for the recently acquired lines of Duncan Hines cake mixes, Charmin tissues, Big Top peanut butter and Clorox.

Never losing sight of the fact that it's aiming at 100% of the female public, P&G wants its advertising to sound enthusiastic and convincing. Constant advertising strategy meetings are held at Cincinnati and P&G people do a lot of traveling to agencies, none of which have liaison or branch offices in the headquarters city.

Under P&G's brand-man system, with each brand having an executive responsible for its marketing fate, decisions on copy emphasis evolve from conferences—and the P&G home office at Sixth & Sycamore has constant and critical conferences. P&G people follow ratings, know availabilities and evaluate media impact. If a brand man is unhappy about a favored copy emphasis, the matter is moved up the executive ladder.

Each brand man serves under the advertising manager of one of the three basic divisions—soap, food products, toilet goods. P&G refuses to supply names of brand men, explaining their responsibilities are shifted frequently. January's Dreft brand man may be directing Joy's destinies in June, and their subordinates move around quite a bit. Refusing to supply names and photos of brand

SOURCES: *Estimates of network television, network radio, magazines, farm magazines and Sunday newspaper supplements are from Publishers Information Bureau. Those of spot television are from Television Bureau of Advertising's spot tv reports prepared for TvB by N. C. Rorabaugh Co. Those of newspapers are from American Newspaper Publishers Assn., of outdoor from Outdoor Advertising Inc., and of business magazines from the Associated Business Publications.*

NOTE: *All estimates are computed at gross rates; i.e., at the one-time media rate before frequency or other discounts.*

SUNDAY SUPPLEMENTS	NEWSPAPERS	FARM MAGAZINES	BUSINESS MAGAZINES	OUTDOOR	TOTAL MEASURED MEDIA
$3,196,409	$ 6,604,205	$323,675	NA	$61,731	$33,627,326
2,864,730	11,314,460	540,735	$ 55,200	0	47,228,816
1,029,606	6,943,901	614,737	247,600	0	45,765,456
1,503,340	6,493,811	500,697	284,200	0	44,300,518
1,566,419	5,684,981	560,092	299,300	0	50,135,501
1,136,245	6,810,061	99,800	302,900	0	57,494,858
1,238,151	5,903,734	0	380,400	41,597	79,325,592

men, a P&G spokesman said, "We've never done it and won't do it now. Anyhow, it would look like a college annual."

Two eighth-floor projection rooms contain dummy tv sets with 21-inch ground-glass screens for rear projection simulating actual home reception of a filmed program or commercial. In addition there are normal tv receivers, color sets, tape consoles, transcription turntables and conference tables. An art laboratory simulates a grocery store with all sorts of display props. The shelves include competitors' products.

The bulk of P&G's tv commercials are on film on the theory better control can be exercised. P&G copy people review commercials with agencies, always asking two questions: Does the copy tell the story? Does it sell?

Since it aims at women, P&G's advertising sounds like a woman's way of talking. Superlatives abound, as they do in feminine conversation—"cleanest," "softest," "kindest to the hands."

The flexible rules of puffery allow P&G to say something is best, but it must be able to prove specific claims such as cleans best or sudses best.

Now and then the Federal Trade Commission in Washington aims a warning finger and P&G proves its claims or complies. Complaints are rare in view of the thousands of claims made every week. Just to be sure it's keeping claims pure, the company has an extensive system of legal checks.

"What's wrong with talking to women in the sort of language they use themselves?" P&G asks. "The superlatives, legitimate puffery and reasonable excitedness are typically feminine." The legal eagles are charged with the job of keeping advertising copy out of trouble, plus another responsibility—they must follow their warnings with "something you could say instead."

The growth of supermarkets, with their shelves of toiletries and proprietaries, is being watched carefully by P&G. Another trend is the appearance of men in stores. If there's any problem centering around the role of the husband—mere cart-pusher and banker, or important factor in brand selection—P&G will probably be the first to come up with charts and statistics.

P&G answers consumers who wonder if a $100,000 telecast increases the price of a product by citing the mass-production concept of the American economy with costly equipment permitting low-cost output. Mass selling spreads the cost of advertising, it is explained, and broadcast advertising is as essential in mass production as costly machinery and high-speed packaging.

The intensive couponing, which is designed to put a product into consumer use quickly, is said to run upwards of $35 million a year. P&G takes the position that advertising, which creates an interest, and couponing, which provides a quick stimulus to buy an item, combine to do the best possible promotion job. Backing this promotion is constant research, a function that utilizes one out of every six P&G employes. Six improvements were made in Tide, for example, before it had been on the market a year. P&G put Tide into first place among synthetics and then confounded competitors by bringing out Cheer and building it up to No. 2 position.

McELROY, MAN AT THE TOP

Fitting these diversified functions into a smooth-running organization is the job of Mr. McElroy. No better evidence that he does the job well is needed than the net earnings figures: $2.44 per share for nine months ended March 31, 1956; $2.63 for the same 1957 period. Net earnings in the 1956 fiscal year were $59.3 million.

A recent study by the American Institute of Management gave P&G the highest possible management rating. Teamwork has been developed into a fine art—almost a form of managerial mechanization. From the moment they enter this marketing presidio in Cincinnati in the morning, the members of the battalion of hard-working and hard-selling individuals think P&G, move from one conference room to another, lunch in an excellent low-cost payroll-deducting dining hall with a walled-off executive corner, confer some more and then troop out promptly at 4:30.

Mr. McElroy takes fierce pride in his people, and selects them carefully. "It's hard to believe the degree we go to in search of top-quality people," he said. "We even send recruiting teams to Europe each year."

A Harvard graduate with a letter in basketball (looks as though he still could play), Mr. McElroy joined P&G in 1925 as a $100-a-month mail clerk. By 1940 he was advertising-promotion manager, holding this post during the period of intensive radio selling, and in 1946 became general manager under President Richard R. Deupree. In 1948, at age 44, Mr. McElroy became president when Mr. Deupree moved up to the board chairmanship.

P&G employes were among the first in American industry to enjoy stock-ownership benefits. Currently 95% of the 26,000 employes have stock interests, by far the largest block among the 52,000 shareholders.

The zestful selling at P&G headquarters inevitably leads to occasional neglect of commercial niceties. A visitor or interviewer whose mission is not apt to contribute quickly to the marketing of goods may leave with an unopened brief case or barren notebook.

"We find ourselves in a great many different businesses," Mr. McElroy explains. "Our operating executives are carrying such a load of responsibility that the approach to them must be through our public relations department." Talking to Mr. McElroy, a genial man of many attainments, is an easy and pleasant experience but the detour around his public relations moat is a long one—perhaps several hundred miles. The public relations folks quickly let a visitor know that an unauthorized interview—about the only kind—can be automatic grounds for discipline, even dismissal.

P&G's product advertising is much stronger than its corporate promotion. The recent American Institute of Management study urged P&G to adopt a planned program of institutional advertising to tell about its progress in research, marketing and management. The institute pointed out that not all advertising must yield a direct sales result to justify its expense.

Aggressive selling and market leadership inevitably lead to tramped-on toes, and P&G has done some tramping in its time.

Retailers' rumbles from time to time have indicated displeasure with some of their dealings with the leader in the detergent field. If a store is unhappy about its profit margin on an item, P&G can point to the enormous popularity of many of its brands and the fast turnover on the shelves.

Even the unhappy merchants will agree, however, that the products are good and the demand-creating techniques without peer.

To find out just what housewives think of its products, P&G maintains a market research staff of 200, directed by Dr. Paul D. Smelser. Another 1,500 research people are located in laboratories that are among the finest in American industry.

Teams of young women travel around the country contacting the one person whose opinion P&G respects above all others—the housewife. No matter how fine the product in the laboratory, or how promising its potential, the company lets the kitchen jury do a lot of the deciding about the merits of a new product. Some of these comments provide fine promotion material and copy themes. The product research program commands the respect of all consumer industries.

P&G has its own kitchens, baking cakes under varied conditions in search of product betterment. To test its detergents, P&G takes in the family wash of 100 Cincinnati families. There's a beauty parlor, too, where half a head is washed with one shampoo, the other half with another.

You can't fool the housewife, P&G is convinced. It has found that test homes have discovered tiny differences between products. The combination of laboratory and field testing—pure and practical research—are credited by P&G with much of the product improvement. Here P&G feels it has made notable contributions to pleasant and comfortable living.

ADVERTISING ORGANIZATION

The advertising department operates under Howard J. Morgens, executive vice president. Reporting to him is W. Rowell Chase, advertising vice president. A. N. Halverstadt is manager of advertising production, over Media Director Paul Huth overseeing broadcast and print associate managers whose personnel rotate among various operations as part of the P&G training policy.

E. A. Snow is in charge of advertising for the soap-detergents division. C. C. Uhling is manager of the merchandising division.

WHAT P&G'S BRANDS SPEND IN TV SPOT

(Billings for 1956)

Procter & Gamble Co.	$17,522,450
American Family Detergent	217,720
American Family Soap	29,140
Biz Liquid Detergent	61,570
Big Top Peanut Butter	633,770
Camay Soap	109,560
Cheer	783,770
Comet	400,960
Crest	2,818,170
Crisco	25,100
Dash	1,693,880
Dreft	134,980
Drene Shampoo	213,270
Duz	743,500
Fluffo	147,610
Gleem	1,609,620
Ivory Bar Soap—Laundry	15,680
Ivory Flakes	1,024,660
Ivory Snow	751,390
Ivory Toilet Soap	15,720
Jif Peanut Butter	47,650
Joy	1,785,900
Lava Soap	1,288,630
Lilt Home Permanent	201,570
Oxydol	774,220
Pin-It Home Permanent	7,210
Prell Shampoo	226,030
Secret Cream Deodorant	27,390
Secret Home Permanent	3,730
Shasta Shampoo	9,170
Spic & Span	991,250
Tide	513,820
Velvet Blend Shampoo	39,860
Whirl Liquid Shortening	36,930
Zest Beauty Bar	139,020

Figures from Television Bureau of Advertising, compiled by N. C. Rorabaugh Co. These are gross estimates, before discounts of any kind.

These functions interlock under Mr. Morgens with the four basic divisions—soap, food products, toilet goods and paper products. Heavy operations such as crushing of oil seeds, production of cellulose from timber, and overseas activities are separately controlled. Fiscal and staff departments are under an administrative vice president.

Behind the hard-selling activities at P&G is a sincere desire to convince the buying public that P&G products are good and should be purchased. P&G wants its commercials to command the listener-viewer's attention and to stimulate belief in the goods. In his days as vice president, Mr. McElroy said, "Radio programming must be honorable, straightforward entertainment [B•T, Jan. 24, 1944]." He felt network radio had developed belief in the medium among listeners and a conviction that radio is a marketplace where business firms of integrity offer their wares.

The history of P&G's radio and television follows closely the company's rising sales curve. Radio is getting minimum attention at the moment, while P&G studies current trends, but the company still believes radio is the lowest-cost medium even though network radio may not be reaching the number of people the company wants its current serials and other shows to contact.

P&G wants to sell the most merchandise at the lowest cost. The way it has pursued this goal since electronic media entered the marketing scene provides a quick course in selling. The history of P&G's first decade of radio selling was a narrative of experimenting and finally success such as no American industry had ever attained by use of a new medium—broadcasting [B•T, June 4, 1945].

The simple chronology of P&G's use of television is another sales saga. A perusal of this trail-blazing era is an adventure in modern marketing by the outstanding television timebuyer.

WHILE critical history was being made in the late summer of 1939, P&G did a bit of history making of its own. One steamy afternoon (Aug. 26) at Ebbetts Field, Brooklyn, NBC staged the first visual broadcast of a big league ball game. Between innings of a double-header between the Dodgers and the Cincinnati Reds, a cluster of tv experimenters and a few hundred metropolitan set owners tuned to W2XBS and watched Red Barber deliver his commercials with the visual aid of two bars of Ivory Soap.

A B•T observer commented, "The two cakes of Ivory were clearly visible beside the microphone."

World War II was under way in Europe a fortnight later but NBC's tv experiments continued, with P&G's brands often appearing on the screens. The company shared in the first commercial telecasting of NBC's new WNBT in 1941 presenting *Truth or Consequences* in visual form, but Pearl Harbor temporarily delayed telecasts. In 1944 Duz sponsored a puppet show, *Steve Cranberry*, with about 5,000 tv sets scattered around New York area.

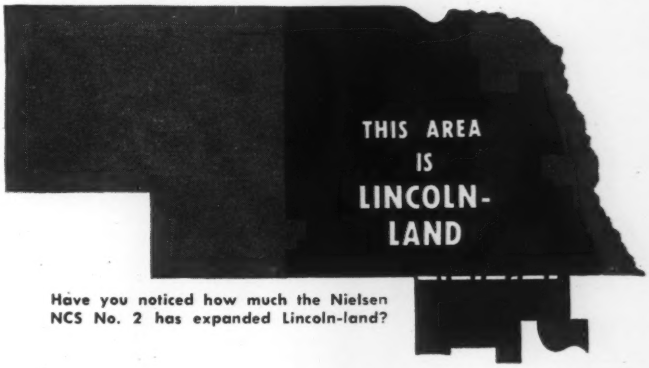
THE RISING OF TIDE

The halt in research and development activities during the war, as P&G operated important defense functions and suffered the usual industrial restrictions, was followed by some of the fastest planning in the history of American management. War had halted laboratory tests on a household item that looked routine at the time but turned out to be the most important single product in the history of modern cleaning—Tide.

P&G had pioneered synthetic detergents in the early '30s, coming up with Dreft. Based on German patents, Dreft was a petrochemical product that worked especially well in the 36 states having hard water. It was a light-duty detergent, used mainly for dishes and delicate laundering.

"The greatest suds discovery in 200 years," P&G modestly advertised. Housewives were charmed with this synthetic agent but wanted something with more oomph, something that would work in washing machines as well as dishpans. P&G came up with a heavy-duty synthetic by adding phos-

ARE YOU HALF-COVERED IN NEBRASKA'S OTHER BIG MARKET?



Have you noticed how much the Nielsen NCS No. 2 has expanded Lincoln-land?

MERCHANDISE OFFER PROVES KOLN-TV PULLING POWER!

Last January, Gooch Milling Company made identical offers of a Cake Decorator Set over a number of TV stations in the Nebraska-Kansas-Iowa area. The tremendous pulling power of KOLN-TV was clearly demonstrated—securing the greatest number of orders at a considerably *lower cost per order* than any other station.

CAKE SETS ORDERED AS OF FEBRUARY 23, 1957

Station	Cake Sets Ordered	Station	Cake Sets Ordered
KOLN-TV	2,924	Station E	1,184
Station B	1,462	Station F	783
Station C	1,420	Station G	512
Station D	1,292		

With the same offer and same time allotment, KOLN-TV pulled twice as many orders as the next best station!

KOLN-TV covers Lincoln-Land—a rich 69 county area with 191,710* TV homes!

Lincoln-Land has 296,200* families—and KOLN-TV is their TV station. This important market is as independent of Omaha as Syracuse is of Rochester—or Hartford is of Providence!

Latest ARB, Telepulse and Videodex surveys all show KOLN-TV dominates the Lincoln-Land audience.

Let Avery-Knodel give you the whole story on KOLN-TV, the Official CBS-ABC Outlet for South Central Nebraska and Northern Kansas.

*See Nielsen NCS No. 2

AM-TV-FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER

KOLN-TV

COVERS LINCOLN-LAND —NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representatives

Someone is squeezing Mrs. Mitty's waist

At 9:45 each weekday morning, it happens. The stay-at-home population of Columbus, Ohio drops everything it has been doing, stands to attention before the tv screen, and at the count of "One", starts reaching for the floor.

This energetic ritual is called *Slimnastics*.

According to the eminent psychologist, Dr. Z., its popularity with Central Ohio housewives proves that, in Thurberland, Mrs. Mitty takes a practical approach to daydream fulfillment. He points to the 26,421 requests for the Self-Improvement Chart offered on the Slimnastics program. But we think this mostly goes to show how much our girls are motivated by what they see and hear, in daytime privacy, over their favorite television station.

You see, WBNS-TV designs its daytime programs with sure native understanding of the Central Ohio character—artfully blending such diverse interests as housewifery, East Broad Street fashions, the doings of the Pleasure Guild and vicarious romance.

Later programming to the after-school and after-work audiences is equally simpatico. In consequence, in this rich market of 2 million people, so many eyes are focused on Channel 10 that professional time-buyers telegraph the truth in 10 words: *"If you want to be seen in Central Ohio—WBNS-TV"*.

WBNS TV

CBS TELEVISION IN COLUMBUS, OHIO

Affiliated with The Columbus Dispatch, The Ohio State Journal and WBNS radio. Represented by Blair TV.

THE MAN who manages P&G, President Neil McElroy, knows the value of advertising. He came up from mailroom clerk through the media department. He has never worked for any other company.

phates, putting Tide through usual testing in homes and selected markets. Sales zoomed. Softwater areas embraced this all-purpose cleaning agent.

Largest radio user of the decade, P&G threw its advertising power behind Tide. It had just bought Spic and Span, a sturdy powder that it developed in two years "from bush league to majors," as one official described the growth. Tide was quickly followed by Cheer and by 1948 the sales of synthetics had reached the astounding figure of 450 million pounds.

On the other hand, a pre-war P&G giant had died a slow death. A soap flake, Chipso, had made boxed soaps popular and cut deeply into the bar-soap market. Chipso went through the war under the handicap of production difficulties and lack of radio or print advertising. Not even P&G pressure could reawaken the interest of American women in Chipso, and it was quietly buried.

Tide was moving off shelves so impressively that P&G proudly proclaimed, "Never before in history has a product in our industry found such immediate acceptance."

During the war and postwar years, Mr. McElroy was carrying more weight in the P&G front office. He had been among the radio boosters and put over such basic policies as intra-company product competition and separate brand responsibility. New Ivory soap had been introduced before the war while Lever was stirring interest in its competitive Swan.

P&G added *Welcome Traveler* in 1947, a five-weekly radio interview series on ABC, and a 45-minute CBS early-evening sequence that included Lowell Thomas news, mystery and Jack Smith vocalizing—about as much change of pace as the time could accommodate. Such standby serials as *Ma Perkins, Life Can Be Beautiful* and *Pepper Young's Family* held their audiences and occasionally astounded sophisticates by winning awards for social service. Dreft went on a $140,000 prize fling, a staggering figure for the era. Despite Tide, Dreft was doing well and P&G observed in its house organ, *Moonbeams,* "Many a bartender can testify that, while soap film cuts down the head on a glass of beer, Dreft-washed glasses produce a fine, foaming collar."

Dreft had more promotion than competing synthetics for a while, including the popular *Life of Riley,* countless chain breaks and newspaper space. Another member of the family, Duz, had the whole nation upset by its "Miss Hush" mystery voice on *Truth or Consequences.* Miss Hush was finally revealed as dancer Martha Graham.

Any thorough study of the late '40s inevitably leads commercial historians to twin revolutionary developments—arrival of television as a means of communication and the quick acceptance of synthetic detergents. P&G was missing no tricks. Mr. McElroy in the late summer of 1947 warned a meeting of NBC affiliates that he was concerned "over the advancing cost of radio advertising" and noted industry efforts to restrict commercials. Radio's top client was turning on the heat.

Having tinkered with television in its experimental era, and having pioneered many of the new ways of telling a sales story during radio's early years, P&G decided to watch and learn while others explored television. Following its policy of thorough pretesting, the company cheerfully observed the first network commercial telecast Oct. 27, 1946 as Bristol-Myers sponsored *Geographically Speaking* on an NBC-TV hookup of WNBT New York and WPTZ Philadelphia.

By the end of 1947 there were 18 tv stations and numerous sponsors on the air, serving 175,000 sets, and P&G was getting the tv itch. The public was going wild over the new service but Procter & Gamble took it easy. It looked over the field and decided on a program that would appeal to women. With Prell shampoo and Ivory Snow as co-sponsors, *Fashions on Parade* took the air in July, 1948 via WABD (TV) New York, DuMont outlet. The program was a musical review rather than straight fashion show, with a new story line each week and narration by Adelaide Hawley, MGM newsreel commentator. Benton & Bowles was the agency. Tv set sales had reached 50,000 a month and 900,000 homes had video reception by the end of the year.

OUTSPENDING ITS RIVALS

While P&G was doubling its sales from 1946 to 1948, it continued to dominate network radio with a budget running around $15 million or more a year. This was augmented by spot, the two absorbing well over half the total media budget ($25-$30 million). Colgate-Palmolive-Peet and Lever were spending about a third as much on network radio. Lever was on an expansion binge at the time under the Charles Luckman regime. Known as the "Boy Wonder" around P&G's corridors, Mr. Luckman gave his competitors some bad moments for a while but it wasn't too serious.

P&G got all excited over its WABD television show. Prell and Ivory commercials were woven into the fashion patter, a half-dozen sets were used each show and Conover girls modeled latest fashions. The triple impact of sight, sound and action fascinated P&G's sales-minded staff. Ivory Snow was plugged by a model in a snow storm, using a copy theme that clothes are safe in Ivory Snow. Prell was able to show how radiant it leaves hair, plus demonstrating its dandruff-removal properties and ease of use.

While Miss Hawley and her models were showing gowns and selling shampoo, P&G and Compton Adv. were scanning the program field in search of a television vehicle for Crisco, Ivory bar soap and Duz. The Friday 9-9:30 p.m. period on NBC-TV was signed up, but there wasn't anything to put in it. A video version of the *Welcome Traveler* interview show was considered but the nod went to *I'd Like to See,* with Compton as agency. Each program covered four to six viewer requests to see something. Ray Morgan narrated, reading request letters and leading into film sequences.

At this point P&G made a key decision—filmed commercials. This was done to assure the best possible combination of eye and ear appeal for the sales message, permitting careful review in advance and allowing time to get top production. Stations on the NBC-TV hookup were WNBT New York; WPTZ Philadelphia; WBAL-TV Baltimore; WNBW Washington; WBZ-TV Boston; WTVR Richmond, and WRGB Schenectady. A half-million sets were located in the area.

Television suddenly had become the most

P&G'S AGENCIES AND BRAND ASSIGNMENTS

(Year is that in which agency or its predecessor began to serve P&G.)

BENTON & BOWLES, INC.
New York (1941)
- IVORY SNOW (soap)
- TIDE (detergent)
- ZEST (toilet bar)
- PRELL (shampoo)
- WHIRL LIQUID (shortening)
- CREST (toothpaste)

LEO BURNETT CO., INC.
Chicago (1951)
- JOY (liquid detergent)
- SECRET (deodorant)
- LAVA (soap)
- JIF (peanut butter)
- CAMAY (toilet soap)

CAMPBELL-MITHUN, INC.
Minneapolis (1957)
- CHARMIN (paper products)

COMPTON ADVERTISING, INC.
New York (1922)
- DASH (detergent)
- IVORY BAR (soap)
- IVORY FLAKES (soap)
- COMET (cleanser)
- DUZ (soap & detergent)
- CRISCO (shortening)
- GLEEM (toothpaste)
- DRENE (shampoo)
- BULK SOAP & SHORTENING
- INSTITUTIONAL PRODUCTS
- BIG TOP (peanut butter and peanuts)
- CASCADE (detergent)
- DUNCAN HINES (cake mixes)

DANCER-FITZGERALD-SAMPLE
Chicago (1933)
- DREFT (detergent)
- OXYDOL (detergent)
- BIZ (detergent)

GARDNER ADVERTISING, INC.
St. Louis (1956)
- DUNCAN HINES (specialty mixes)

GREY ADVERTISING AGENCY
New York (1956)
- LILT (home permanent)
- PIN-IT (home permanent)
- SHASTA (shampoo)

H. W. KASTOR & SONS
Chicago (1930)
- AMERICAN FAMILY (soap flakes and detergent)

TATHAM-LAIRD, INC.
Chicago (1956)
- FLUFFO (shortening)

YOUNG & RUBICAM, INC.
New York (1949)
- CHEER (detergent)
- SPIC & SPAN (cleanser)

exciting phase of advertising, let alone home life, within range of several dozen transmitters. Henry O. Patterson, vice president and copy director of Benton & Bowles, told agency friends, "Television is the biggest challenge to creative advertising I know of," and William J. Griffin Jr., vice president-group copy head of J. Walter Thompson Co. offered the gloomy forecast that the "automatic ears" developed by radio listeners to tune out commercials would be joined by "automatic smoked glasses for looking at tv commercials without seeing them."

In this atmosphere P&G was getting its early television experience. At Cincinnati headquarters, heads were nodding as Crisco, Ivory and Duz reflected the new promotional push supplied by the eastern video network. Mr. McElroy had succeeded Richard R. Deupree as president, moving up from vice president-general manager as the latter became board chairman. Mr. Deupree was famed for doubling P&G business every seven to 10 years since 1905. William F. Craig was named tv manager and Gilbert Ralston executive producer of tv programs.

All the time, the agency was on the lookout for an audience participation show. Changes were going on in the radio schedule. *Brighter Day* succeeded *Joyce Jordan*, with a four-week transitional period. Ralph Edwards cooked up such stunts as a taxicab trek across the country and back on *Truth or Consequences*. The radio-tv staff was growing and P&G carefully was preparing to embrace television in typical P&G fashion.

P&G was anxious to see how network tv and *I'd Like to See* could move merchandise. Two basic changes followed in a few months. The program went off the air after five months and in April P&G substituted *Fireside Theatre*, shifting to Tuesday, 9-9:30 p.m. Here the new program could catch the Milton Berle crowd as Texaco's fabulously popular comedian left the air.

Radio and tv were causing complications in Cincinnati, so Procter & Gamble Productions Inc. was formed to handle broadcast program properties, including sale of residual rights on *Fireside*. The separate operation relieved headquarters of some administrative red tape, and later production of commercials was dumped in P&GP's convenient lap, where it still rests.

Fireside quickly developed a familiar tv trait—internal complications caused by external eccentricities of the new medium. P&GP signed a contract with General Television Enterprises to do a series of adventure stories. Two stories were scheduled each half-hour so the middle commercial wouldn't intrude on the story, a production delicacy deemed advisable at that stage of the art. General was to shoot in this country and Great Britain, production costs ranging from $8,000 to $12,000 per half-hour.

BABES IN HOLLYWOOD

P&G and Compton took charge of the filmed commercials. The arrangement worked nicely until a decision was reached to subject a baby to the tender cleansing properties of Ivory soap. There the commercial staff ran afoul of eastern laws banning the photographing of babies for commercial purposes. This problem finally was solved by the simple but expensive expedient of shipping a crew to Hollywood where babies could perform with legal abandon.

One of the most effective commercials of all time came out of this inconvenient shooting setup. A two-month-old baby, on camera from a bathtub vantage point, picked up a cake of floating Ivory, held it up for all to see and broke out into a big, happy smile.

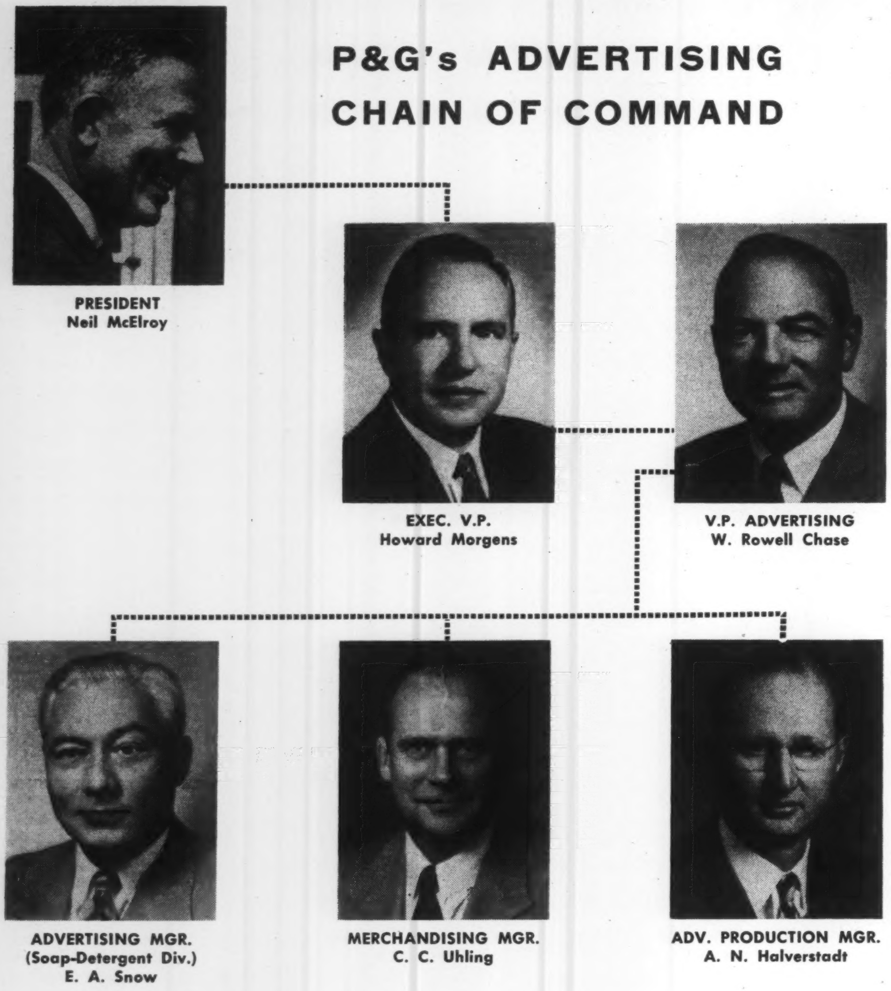
In its early months *Fireside* was seen on 18 NBC-TV stations reaching westward to St. Louis, the end of the coaxial line at that time. The program caught on, and a May 1949 Hooper for New York showed it No. 8 with a 32.8 rating. The series, imbued with the needed elements for a long life, was changed to *Jane Wyman's Fireside Theatre* in the mid-50s and then to *Jane Wyman Show*. Ratings weren't satisfactory in recent months so the program has just been abandoned by P&G. In its various forms it lasted eight years, remarkable longevity for a television series.

The last half of the '40s witnessed an increase of P&G sales from $342 million in 1945 to $696 million in 1949. The newer Dreft and Tide were cutting into the soap business, and competitors were filling the radio and video air with exhortations on behalf of their own synthetic detergents.

Sparked by Mr. Deupree and later Mr. McElroy, P&G developed intramural competition into an effective art. Nothing could clean as clean as Duz cleans, the public was told in promotion for this natural soap. And nothing could equal Tide. To prod this competition inside the family Mr. McElroy set up a system of brand managers who were responsible for the sale of each particular item in the line. These managers held important posts and they competed ferociously on behalf of their brands.

The popular *Fireside Theatre* was revised in 1950 to a single story line, P&G having

P&G's ADVERTISING CHAIN OF COMMAND



decided the public would permit a dab of commercialism in the middle of a drama. By autumn there were 7 million tv sets and P&G was getting anxious to reach all of them. Spot announcement campaigns were developed for network stations as well as those beyond cable range.

Two important programs made their debut in October—*Musical Comedy Time* on NBC-TV, Monday, 9:30-10:30 p.m., sponsored by Tide and Camay and presenting hour-long Broadway favorites of past seasons, and a video version of the popular radio show, *Beulah,* on ABC-TV Tuesday, 7:30-8 p.m., for Dreft and Oxydol. *Beulah* marked the tv debut of Ethel Waters, with Hattie McDaniel continuing the five-weekly radio production.

A special five-weekly night telecast in Chicago, *Public Life of Clifford Norton,* promoted a regional P&G soap line, American Family. By this time a whole army of special tv spot commercials was working for Spic & Span, Ivory Snow, Drene and Ivory Flakes.

Having introduced the five-weekly heartthrob into the American home in the early '30s, P&G had long been pondering a way to capture television's growing daytime female audience as it had won the housewife by radio's "soap operas"—a term that got a cool greeting in Cincinnati.

First on the daytime schedule were *First Hundred Years* on CBS-TV, begun Dec. 4, 1950, and Kate Smith, five afternoons a week on NBC-TV, starting New Year's Day, 1951. Next came *The Garry Moore Show* and the radio favorite, *Search for Tomorrow,* on CBS-TV and P&G was in television in a big way. The 1950 network video billings had neared the $600,000 mark compared to $18 million for network radio. In 1951 network tv hopped to $7.5 million and network radio again was $18 million.

P&G, always alert to drive a good bargain, had submitted this request to networks in 1950—two-year contracts with no rate increase and a third-year option at not over 33⅓% boost from tv stations to carry the ABC-TV *Beulah* show. With the lively evolution of tv history, this plan figured to check some of the rate-card jumps.

Twice a week, starting in April, 1951 *Kukla, Fran & Ollie* were sponsored, with RCA, *Life* magazine and Ford taking the other three days.

The pioneering urge broke out again June 25, 1951, when P&G took part in what was billed as "the first commercial colorcast" on CBS-TV. Ivory soap and Duz were presented for the benefit of 23 color sets in New York, Washington, Boston, Baltimore and Philadelphia. It didn't sell much soap but it added another "first" to the P&G list.

Red Skelton made his tv debut for Drene Sunday, Sept. 30, 1951. This was one of the first live shows going out of Hollywood over the new coast-to-coast cable. The P&G network lineup at that time included nine television programs, Steve Allen having been added, plus a mounting spot budget. The radio lineup still included 17 network programs along with radio spots.

The 1950 season was brightened by a $1 million suit filed against P&G by Tallulah Bankhead, who claimed she had been damaged by a singing commercial covering an anonymous Tallulah and a tube of Prell—"as galling an insult as you can throw at Miss Bankhead," according to a B•T observation at the time. The suit hung on until the actress' staff had milked the last bit of publicity out of it, eventually being settled for $5,000.

The big three in the soap-detergent-toiletries field kept their tv spending at about the same ratio as their radio budgeting. PIB figures show P&G spending $1.2 million (gross) in January 1952 for network television compared to Colgate-Palmolive-Peet's $566,000 and Lever's $310,000.

P&G was keeping an eye peeled on nighttime radio, contending the ratings of CBS' Lowell Thomas, *Beulah* and the *Tide Show* had dropped to the same levels as the ratings of such daytime programs as *Rosemary, Big Sister, Ma Perkins, Young Dr. Malone, Guiding Light, Perry Mason,* and *Brighter Day.*

Red Skelton, delighted with his Sunday NBC-TV response and a second-place rating, was growing restive over his radio show especially after it developed a sponsor opening that remained unfilled.

Television kept growing in 1952 and P&G followed the pace. Camay moved to Benton & Bowles, joining Cheer in sponsoring *The Doctor* on NBC-TV. The radio-tv billing for Tide, a B&B account, was estimated at $8 million for the year. By yearend P&G was starting to trim its radio budget, substituting a piece of the CBS-Radio power-plan for *Beulah* and the *Tide Show* strips. The PIB report for 1952 showed radio's gross down $2 million to $16.2 million and tv almost doubled—from $7.5 million to $14.2 million with new programs and expanding network hookups accounting for the unusual expansion. This made a total gross of $30 million for P&G in the electronic media, 25% more than Lever and Colgate combined.

YEAR OF SYNTHETICS

There's no way of pinning a flag on a calendar, but those who know their detergents specify 1953 as the year that synthetics caught up to and passed natural detergents, and 1957 as the year synthetics owned two-thirds of the household laundry and dish-washing market, plus a bite out of the toilet-soap business.

If the public benefited by progress in the cleansing art, media were even more fortunate. After all, the battle of synthetics vs. natural detergents was waged on the air and in the prints by the big three. Duz, Rinso and Silver Dust fought all the harder against Dreft, Tide, Cheer, Fab and Surf. The newer Cheer had the benefit of a radio-tv spot burst in 100 radio and 20 tv markets. Duz had

SB-TV & AM... Atlanta KERO-TV... Bakersfield WBAL-TV..
altimore WGN-TV & AM... Chicago WFAA-TV & AM... Dall
WESH-TV ... Daytona Beach WTVD ... Durham-Raleigh W

WJAR-AM
AND
WJAR-TV

PIONEER STATIONS OF

PROVIDENCE, R. I.

are pleased to announce
the appointment of

Edward Petry & Co., Inc.

NEW YORK • CHICAGO • ATLANTA • DETROIT
LOS ANGELES • SAN FRANCISCO • ST. LOUIS

The Original Station Representative
with the family of top stations

WJAR-AM 920 KC
PROVIDENCE, RHODE ISLAND
WJAR-TV Channel 10

NBC abc

KVOO-AM... KARD-TV... Wichita WSB-TV & AM... Atl
nta KERO-TV... Bakersfield WBAL-TV... Baltimore WGN-TV
& AM... Chicago WFAA-TV & AM... Dallas WESH-TV... Dayt

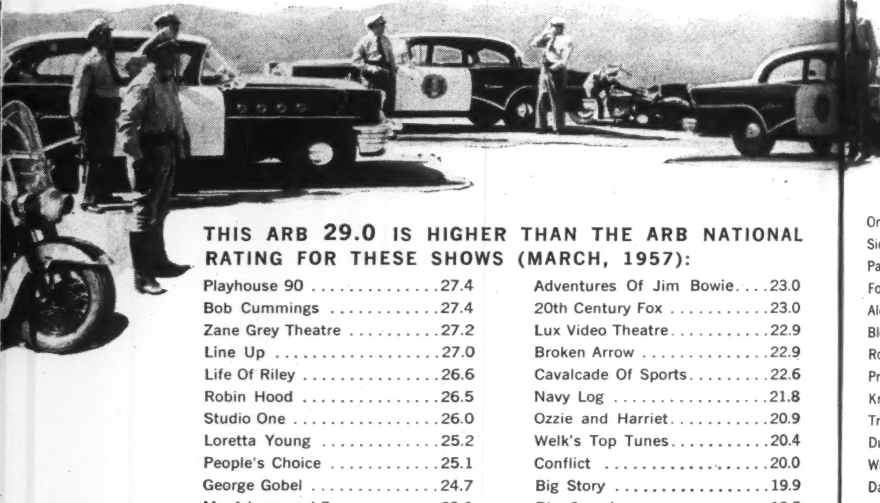
RECORD-BREAKING FACTS ISC

23,00

VIEWERS IN JUST O

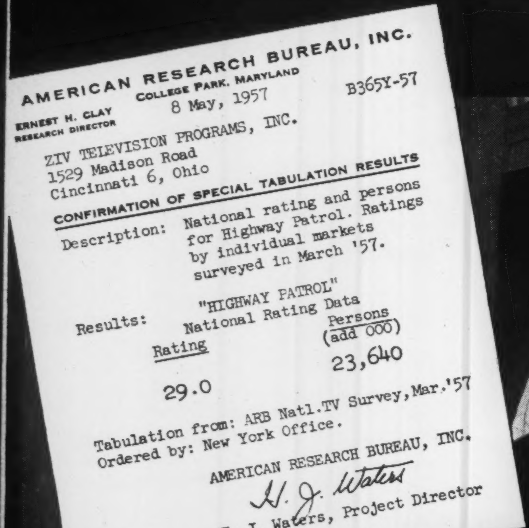
"HIGHWAY P

"HIGHWAY PATROL"
starring
BRODERICK CRAWFORD



THIS ARB 29.0 IS HIGHER THAN THE ARB NATIONAL RATING FOR THESE SHOWS (MARCH, 1957):

Playhouse 90	27.4	Adventures Of Jim Bowie	23.0
Bob Cummings	27.4	20th Century Fox	23.0
Zane Grey Theatre	27.2	Lux Video Theatre	22.9
Line Up	27.0	Broken Arrow	22.9
Life Of Riley	26.6	Cavalcade Of Sports	22.6
Robin Hood	26.5	Navy Log	21.8
Studio One	26.0	Ozzie and Harriet	20.9
Loretta Young	25.2	Welk's Top Tunes	20.4
People's Choice	25.1	Conflict	20.0
George Gobel	24.7	Big Story	19.9
Mr. Adams and Eve	23.1	Big Surprise	19.5



AMERICAN RESEARCH BUREAU, INC.
COLLEGE PARK, MARYLAND
ERNEST H. CLAY
RESEARCH DIRECTOR

8 May, 1957
B365Y-57

ZIV TELEVISION PROGRAMS, INC.
1529 Madison Road
Cincinnati 6, Ohio

CONFIRMATION OF SPECIAL TABULATION RESULTS

Description: National rating and persons for Highway Patrol. Ratings by individual markets surveyed in March '57.

Results: "HIGHWAY PATROL"
National Rating Data

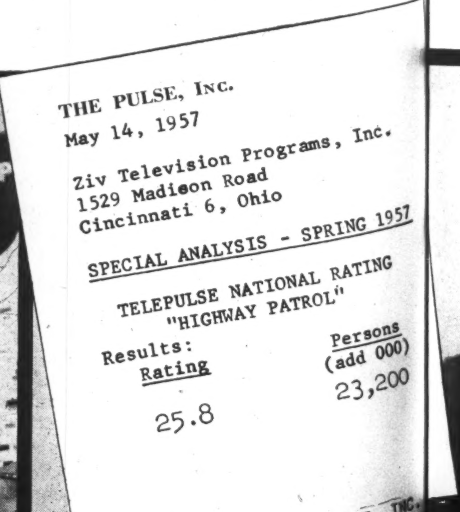
Rating	Persons (add 000)
29.0	23,640

Tabulation from: ARB Natl.TV Survey, Mar.'57
Ordered by: New York Office.

AMERICAN RESEARCH BUREAU, INC.
H. J. Waters
H. J. Waters, Project Director

AMERICAN RESEARCH
MARKET REP

JAMES W. SEILER, DIRECTOR OF ARB, supervised the compilation of the ARB rating facts in this ad. This data proves HIGHWAY PATROL'S overwhelming audience appeal.



THE PULSE, INC.
May 14, 1957

Ziv Television Programs, Inc.
1529 Madison Road
Cincinnati 6, Ohio

SPECIAL ANALYSIS - SPRING 1957

TELEPULSE NATIONAL RATING
"HIGHWAY PATROL"

Results:

Rating	Persons (add 000)
25.8	23,200

THE PULSE, INC.

ISCLOSED BY NATIONAL RATING ANALYSES . . .

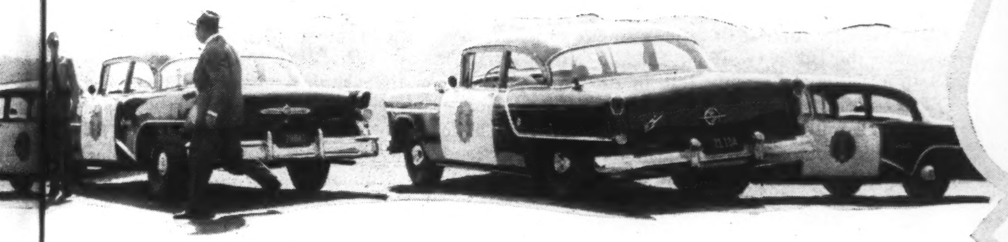
0,000

STONE WEEK FOR

PATROL"!

ARB
NATIONAL
RATING
29.0
HIGHWAY PATROL • MARCH, 1957

PULSE
NATIONAL
RATING
25.8
HIGHWAY PATROL • SPRING, 1957

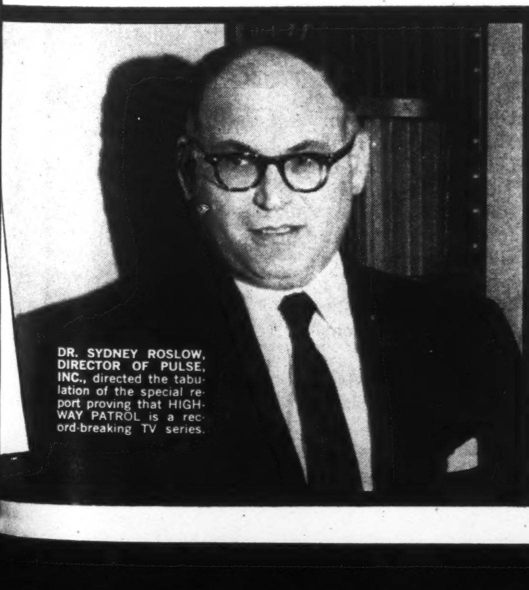


On Trial	19.3
Sid Caesar	19.3
Panic	19.2
Ford Theatre	17.9
Alcoa Hour	17.8
Blondie	17.8
Robert Montgomery Presents	16.7
Producers Showcase	16.0
Kraft TV Theatre	15.8
Treasure Hunt	15.1
DuPont Cavalcade Theatre	13.5
Wire Service	12.1
Danny Thomas	10.9

ARB National March, 1957

THE UNQUESTIONED #1 SYNDICATED SHOW IN THE U.S.A.

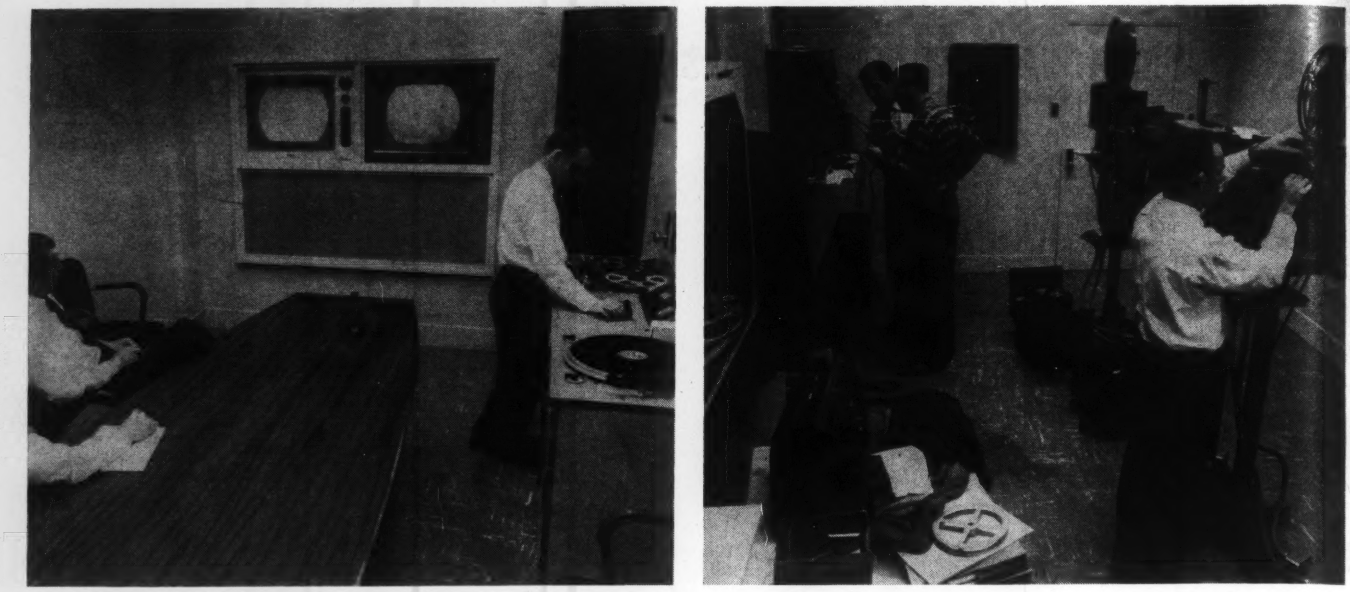
TV
1



DR. SYDNEY ROSLOW, DIRECTOR OF PULSE, INC., directed the tabulation of the special report proving that HIGHWAY PATROL is a record-breaking TV series.

ZIV
Television

TIME
AFTER
TIME...
**ZIV
SHOWS
RATE
GREAT**
IN CITY
AFTER
CITY!



RECORDED film and audio commercials get a careful scanning by Procter & Gamble's advertising executives in conference-viewing room (left) at Cincinnati headquarters. Behind the scenes (right) are film projectors that feed ground-glass screens framed to simulate actual tv receivers. Conference-viewing rooms also have normal television receivers, including color.

three quarter-hours on the CBS-TV *Garry Moore Show*. The oldtimer, Dreft, was getting spot announcement support in 100 markets. Tide kept up its $8 million annual electronic pace and paced the detergent field. Lilt retained part of the immensely popular *Jackie Gleason Show* as the entire P&G line maintained its promotional pace.

Tv was new and it was effective, but big buyers naturally complained about the higher cost of staying on growing networks as they reached steadily increasing audiences. Frank Stanton, CBS president, answered the charge that tv was pricing itself out of the market by citing these figures—$4.74 per 1,000 viewers for a half-hour evening program on the full network in 1949, $2.96 in 1950, $2.70 in 1951 and $2.39 in 1952-53.

P&G was starting to dominate television and its 22 million sets as it had dominated radio, a double role that consumed three-fifths of the media budget in the 1950-51 season and three-fourths in 1953-54.

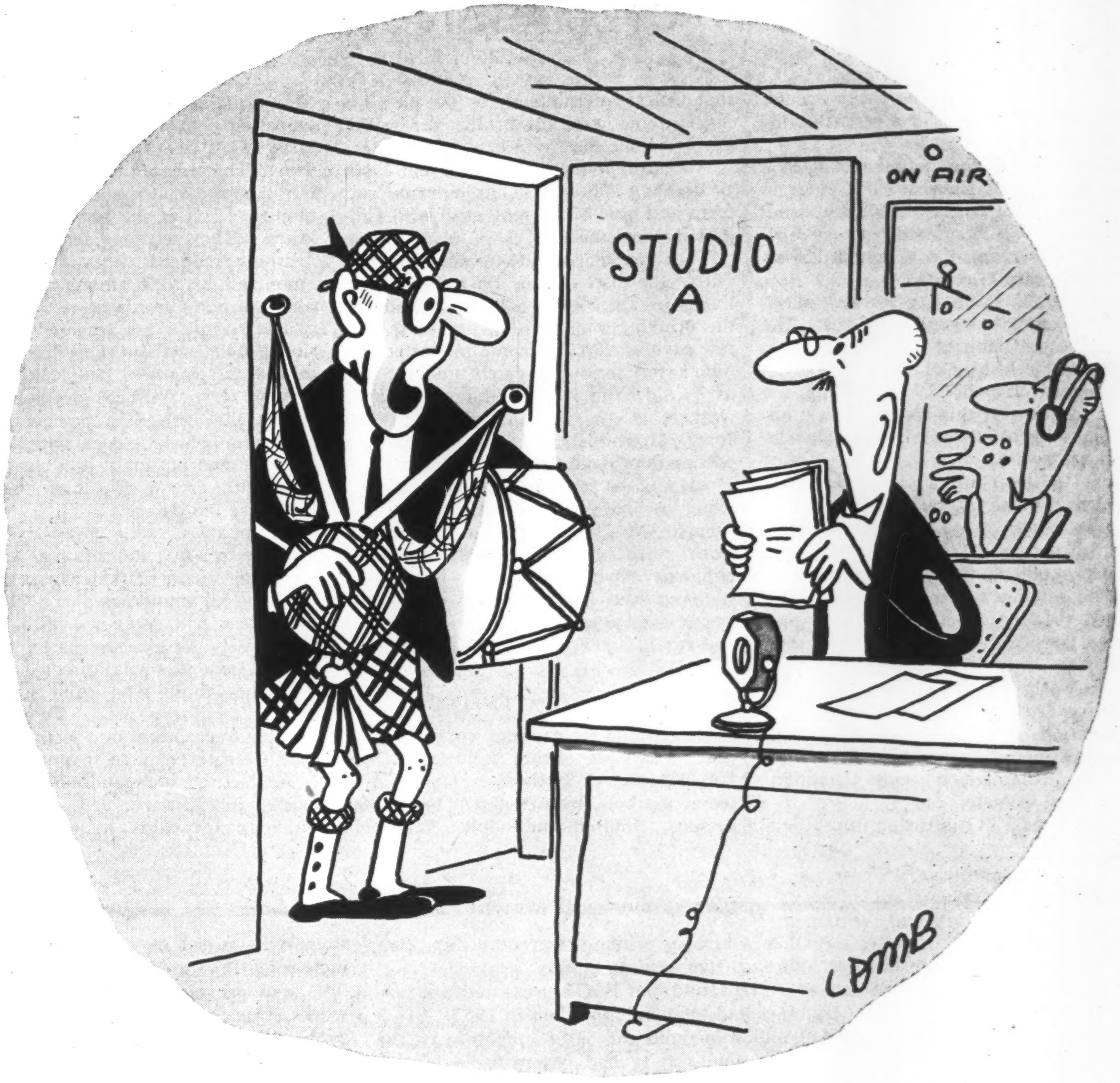
The NBC-TV version of *Welcome Travelers* was increased to four half-hours a week. P&G's new Gleem hit the autumn markets with a radio-tv spot drive and Colgate discovered that its cozy toothpaste market faced a serious threat.

A lot of the early tv foibles were evaporating as the art progressed but there still were unexpected problems that wrinkled Cincinnati brows. Talent on *Fireside Theatre*, filmed by Frank Wisbar Productions, hit budget problems as the producer wanted to build up a wardrobe. The problem was solved by giving performers a clothing allowance for shooting purposes and letting them keep their garments. The *Letter to*

PROCTER & GAMBLE NETWORK TELEVISION OPERATION

Effective during May, 1957

Broadcast Time	Network	Program	Sponsoring Brands
12:00-12:30 p.m. M-F	NBC	*Tic-Tac-Dough*	Dreft-Lava
12:30-12:45 p.m. M-F	CBS	*Search For Tomorrow*	Joy-Spic & Span-Gleem
12:30-1 p.m. M, Tu (alt. weeks)	NBC	*It Could Be You*	Oxydol
12:45-1:00 p.m. M-F	CBS	*Guiding Light*	Ivory Bar-Duz-Cheer (sectional)
1:30-2:00 p.m. M-F	CBS	*As The World Turns*	Oxydol-Camay-Ivory Snow-Comet
3:30-4:00 p.m. M-F	CBS	*Bob Crosby Show*	Ivory Flakes (3:45-4:00 p.m. Thurs.)
3:00-4:00 p.m. M-F	NBC	*Matinee*	Tide (3:45-4:00 p.m.)
4:00-4:15 p.m. M-F	CBS	*Brighter Day*	Cheer-Crisco-Gleem
4:30-5:00 p.m. M-F	CBS	*The Edge of Night*	Tide-Dreft-Spic & Span-Lava-Comet
4:00-4:45 p.m. M-F	NBC	*Queen For A Day*	Dash-Ivory Snow-Gleem (4:30-4:45 p.m.)
10:00-10:30 p.m. Sun.	NBC	*Loretta Young Show*	Tide-Camay-Gleem
9:00-9:30 p.m. Mon.	CBS	*I Love Lucy*	Lilt-Fluffo
8:00-8:30 p.m. Tues.	CBS	*Phil Silvers*	Joy
8:30-9:00 p.m. Tues.	ABC	*Wyatt Earp*	Gleem-Drene
9:00-9:30 p.m. Tues.	NBC	*Jane Wyman Show*	Ivory Bar-Crisco-Crest
10:00-10:30 p.m. Wed.	NBC	*This Is Your Life*	Crest-Prell-Lilt
9:00-9:30 p.m. Thurs.	NBC	*The People's Choice*	Spic & Span-Gleem
10:00-10:30 p.m. Fri.	CBS	*The Lineup*	Cheer
9:30-10:00 p.m. Sat.	CBS	*Hey Jeannie*	Dash-Crest-Drene



THROGBOTTOM! What does it take to remind you—
"Scotch" is a brand name for tape!

Pardon us for beating our own drum if we ask you to respect our registered trademark when you mention our product on your programs. If it is impossible for you to use the full name correctly: "SCOTCH" Brand Cellophane Tape or "SCOTCH" Brand Magnetic Tape, etc., please just say *cellophane tape* or *magnetic tape.* Thank you for your cooperation.

MINNESOTA MINING AND 3M COMPANY MANUFACTURING COMPANY
ST. PAUL 6, MINNESOTA

A CASE HISTORY OF MASSIVE MERCHANDISING

A SENSATION among the newer Procter & Gamble products is Crest fluoride toothpaste.

This darling of the merchandising men in Cincinnati has risen to third place in one of the most competitive fields in all marketing. It is surpassed only by Colgate Dental Cream, the perennial leader, and P&G's own Gleem.

Every trick P&G has learned about mass-marketing has gone into Crest. The dentifrice was launched two years ago. The scientific history of Crest is so well documented that P&G is shooting the works to put over this exclusive development, as most of those who tune in television are aware.

Next to the common cold the most prevalent disease is caries, professional name for tooth decay. That's the type of universal market P&G likes best. Knowing that 94,000 dentists can't begin to plug a billion cavities and that a mass market awaited the first to exploit a decay-preventive dentifrice, P&G spent 10 years developing its fluoride product.

Crest was put over in an era of fleeting dentifrice fads. The process involved a combination of product development, marketing and intra-company competition that has commanded wide attention, especially at Colgate.

This second P&G intrusion into a field that Colgate dominated for decades has inspired the question of the year: Will P&G become the No. 1 dentifrice maker?

At the moment it's obvious that P&G is drawing close with its Gleem-Crest team and may be running even with Colgate in some markets.

The idea of fluoride toothpaste grew out of the discovery in 1931 that people living in areas with sodium fluoride in the drinking water had strong teeth and few cavities. P&G became interested but didn't start serious research until the end of World War II. A team of research workers at U. of Indiana, led by Dr. Joseph C. Muhler, tackled the problem of putting fluoride in a toothpaste. The main block was the fact that fluoride won't get along in the same tube with polishing agents. After five years of university work, aided by P&G research grants and company experiments, it was found that stannous (tin) fluoride would supply the agents needed to strengthen tooth enamel and would live compatibly with polishing agents.

YEARS OF TESTING

How would the product work in actual use? Years of testing followed. Over 100,000 tubes of toothpastes, labeled with secret symbols, were tested. Over 5,000 persons, children and adults, had their teeth examined at specified intervals. Participating dentists and universities didn't know what dentifrice the subjects were using. The research included tests on 20,000 laboratory animals and 61,579 x-ray photos. Each of the test series took 1½ years. The results—stannous fluoride brushing reduced decay of teeth 54% among adults, 51% among children, compared to non-fluoride paste.

The scientific researchers told professional societies about their findings. P&G told its development people to get busy. Having just finished development of Gleem, they started on the new dentifrice, creating a light blue paste with an appealing taste and putting it in a clean-looking tube with easy-to-grip cap. Crest was picked as the name.

Gleem was going over everywhere, prodded by a huge television and sampling campaign. In a market where such new products as ammoniated and chlorophyl dentifrices had competed with old-fashioned soap and abrasive pastes and powders, Gleem was sales-directed at nearly everyone—those who can't brush their teeth after every meal. Two years of pushing took Gleem into second place behind Colgate Dental Cream.

Against this competition Crest was unleashed in February 1955. P&G assigned publicity specialists to exploit the sci-

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Loretta (Tide) series, which rapidly accumulated viewers, solved the problem by borrowing gowns from Marusia, noted coutourier, and giving screen credit.

Rumblings on the agency front were heard when P&G and Philip Morris cigarettes pulled business from Biow Co., steps that reflected internal trouble at the agency which eventually led to its dissolution. Only Lava soap was taken from Biow, Leo Burnett Co., Chicago, getting the account. Six other brands remained at Biow.

PIB found that P&G's gross network billings had totaled $29 million in 1953—$14.3 million in radio and $14.8 million in tv, the first time that tv had passed radio in network billings. This coincided with the passing of soap sales by synthetic detergents.

With a dozen tv shows on the autumn network air in 1954, P&G costs continued to move upward as station hookups kept increasing. Loretta Young was on 136 NBC-TV stations, one of P&G's largest networks. One way of coping with the cost problem was to share underwriting with other sponsors. In November P&G decided to share *I Love Lucy* with Philip Morris & Co.; *Topper* with R. J. Reynolds Tobacco Co., and *My Favorite Husband* with Simmons Mattress. This carried out a formula begun when *This Is Your Life* was alternated with Hazel Bishop.

A two-year renewal of *I Love Lucy* was signed by P&G and Philip Morris, the price running well above the previous $8 million contract mainly because of production costs. Spot tv was still getting its share and a 52-week tv campaign was arranged for Pin-It home permanent. *Road of Life*, a 17-year radio favorite, graduated to CBS-TV for Crisco, Ivory Flakes and Drene.

As usual 1954 set another alltime P&G electronic record—$36 million, of which $12.3 million was network radio and $23.7 million network tv. This was 24% ahead of 1953. Colgate-Palmolive billed just half that sum, only $4.8 million in network radio, $14 million tv, and Lever's $11.7 million included $4.5 million radio and $7.2 million tv.

The popular *Ding Dong School* on NBC-TV interested P&G in early 1955, with Pin-Up hair set sharing sponsorship with, of all companies, Colgate-Palmolive's toothpaste,

P&G's SALES AND EARNINGS

Year Ending June 30	Net Sales (000)	Operating Profit (000)	Profit Margin (%)	Net Income (000)	
				Before Taxes	After Taxes
1946	309,834	34,360	11.1	34,923	21,264
1947	533,911	81,394	15.2	81.859	46,924
1948	723,679	108,362	15.0	108,239	65,419
1949	696,671	44,771	6.4	44,819	28,655
1950	632,886	102,174	16.1	102,835	61,092
1951	860,688	113,610	13.2	114.299	51,280
1952	818,085	92,711	11.3	92,352	41,716
1953	850,263	88,141	10.4	88,531	42,032
1954	911,050	114,743	12.6	114,732	52,328
1955	965,797	123,477	12.8	124,560	57,471
1956	1,038,290	121,101	11.7	120,929	59,316

Data from American Institute of Management entific background to dentists and the public. The Food & Drug Administration had sanctioned Crest as a drug, the first dentifrice so classified. Market testing showed that consumers liked the flavor and color as they tried out free tubes with blind labels.

First market exploitation was begun in Columbus, Ohio, and Rochester, N. Y. Spots were bought on local tv shows plus newspaper space. This advertising was designed to approximate typical national advertising of a dentifrice. P&G salesmen stocked stores and wholesalers, providing spectacular displays. Copy claimed that Crest actually reduces tooth decay and noted that no other dentifrice could make the claim.

Sales were encouraging. Syracuse and Indianapolis were next, then 10 western states. Professional meetings were held in major markets, dentists hearing the full scientific story. Tv continued to be important and best availabilities were bought. Western results were so successful that nationwide sampling was begun, supported by network radio and television. Radio shows included *Pepper Young's Family, Ma Perkins, Guiding Light* and *Right to Happiness*, all old P&G favorites. Tv network shows included *It's Always Jan, This Is Your Life, On Your Account* and *As the World Turns*. The network radio was dropped in the summer of 1955 and two new tv programs were added—*Jane Wyman* and *Hey Jeannie*.

Crest sales are encouraging and P&G is satisfied with progress to date. It figures Crest has more scientific support than any dentifrice ever to hit the market. Competitors have adopted the fluoride idea—Colgate's Brisk has Fluoride 85 and also promises 12-hour decay protection to meet the Gleem argument. Brisk hasn't made a serious dent, P&G feels.

Federal officials have required two warnings on the Crest tube—not to be used by children under six or in cities with fluoride water supply. The latter warning was withdrawn a few weeks ago. As to the kiddies, P&G contends a tot could gobble five big tubes of Crest and all the fluoride would be absorbed. Ipana now emphasizes it is safe for little children.

THE GLEEM-CREST WAR

Gleem and Crest are waging a no-holds-barred battle with each other, and with Colgate. Crest's claims aren't doing Gleem any good but P&G is happy as long as sales of both keep climbing.

After all the scientific developmental work, P&G hopes FDA will officially endorse its decay-resisting claims. The federal unit has been doing a lot of investigating but hasn't acted. American Dental Assn., with usual professional caution, is doing its own studying but isn't endorsing anybody's toothpaste. Crest is sending regular mailings to dentists and sells them 50¢ toothbrushing kits to be turned over to patients.

In the words of one Crest marketing man: "P&G is giving this one everything it's got."

and Manhattan Soap's Sweetheart. *The Lineup* on CBS-TV was divided with Brown & Williamson Tobacco. With a dozen radio network shows, P&G shifted more emphasis to television during 1955, building the annual video budget up to $33.8 million gross and cutting radio from $12.3 to $8.2 million.

While Gleem was buying into the Jackie Gleason show Saturday nights, Colgate-Palmolive was getting a new toothpaste headache as spot tv tests were begun in three markets for P&G's exciting new fluoride toothpaste, Crest, culminating 10 years in the laboratory (see Crest story, page 114). Benton & Bowles handled the Crest account. The new yellow shortening, Fluffo, was being promoted in 75 markets by radio-tv spots and was competing with P&G's own Crisco. Jane Wyman was signed for *Fireside Theatre* in a $4.5 million deal.

Across the Atlantic P&G's English subsidiary, Thomas Hedley & Co., was maintaining the pioneering tradition by joining the first buyers of time on the islands' new commercial television service.

A real eyeopener late in the year was a "commercial spectacular" that gave concentrated promotion to Fluffo on Nov. 21, just before Thanksgiving. Live commercials with a thematic Thanksgiving link were carried on seven NBC-TV and CBS-TV programs plus a CBS-TV network break. The package was equivalent to seven weeks of *I Love Lucy* three-minute commercials in one day.

In its transition from daytime radio serials to combined daytime radio and tv, P&G naturally adapted some of its tested dramas to visual treatment. *Guiding Light* and *Brighter Day* were converted to sight and quickly became popular. While the serials were never simulcast, the scripts were adapted for radio broadcast later the same day with the same cast and story. Alterations were made in the script to compensate for loss of sight. Radio versions of the two shows were dropped last year.

Welcome Travelers also was heard on both radio and tv five days a week but different programs were created for each medium for a while. Later the radio versions were merely edited out of the tv program. The show left radio-tv in autumn 1955.

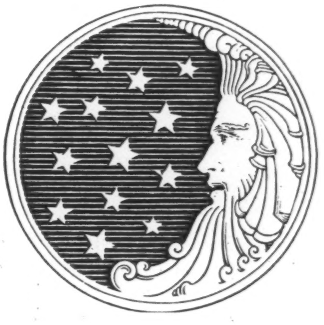
As 1956 opened, P&G set up a new Food Products Division to manufacture, advertise and sell household shortenings and oils, with Mark Upson as head. The network lineup was strengthened when Hazel Bishop withdrew from *This Is Your Life*, leaving the whole program in P&G hands. The year's option on Jane Wyman was exercised. *As The World Turns* replaced *Love Story* and *Edge of Night* was substituted for *On Your Account* on CBS-TV daytimes.

William R. Ramsey, former radio director, was named to head a commercial production section that combined radio and tv, and William F. Craig, ex-tv director, headed the commercial production section. Both operated under P&G Productions. Alternate-week sponsorship of *Wyatt Earp* on ABC-TV was contracted in April, to start in September. Biow Co. gave up the ghost in April, with Lilt and Shafta moving to Grey Adv., Fluffo to Tatham-Laird and Spic and Span to Young & Rubicam. P&G's spreading promotion for Zest was getting serious competition from Lever's Dove, a cream-detergent bar that many a P&G man privately conceded was a formidable item. Some of the Dove copy carried feminine allure to dramatic heights but nobody seemed to be shocked.

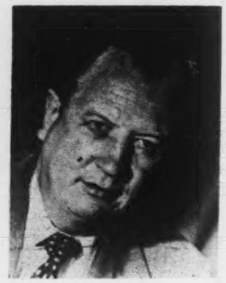
In any P&G chronology, 1956 must be circled as the year that network radio disappeared. While the tv gross was rising to $43.4 million and sales were passing the billion-dollar mark, P&G was concentrating on the visual medium aside from some spot radio. Colgate on the other hand posed this electronic riddle: Why does a one-station television spot cost as much as a schedule of participations on a whole radio network?

There's one thing certain—P&G has an open mind and will buy whatever media packages promise to sell the most cleaners and edibles.

THE TRADEMARK THAT STUCK



A CLERK'S WHIM started Procter & Gamble in the trademark business and showed the company's executives the importance of brand promotion. The artistic clerk drew a sketch of a cluster of stars on a box of P&G's Star candles. Later a circle and man-in-the-moon were added as the design was placed on all boxes. After a while the company decided to drop such foolishness but discovered it couldn't; distant customers refused to buy candles boxed without the moon and stars. P&G officials were impressed, reversed their decision and registered the symbol in 1882. The trademark has been used ever since.



RADIO TODAY—IT DOUBLES AS COMPANION & SERVANT

PHILIP MERRYMAN needs no introduction. His name has been synonymous with broadcasting since the early twenties as administrator, engineer and programmer. This 53-year-old president of WICC Bridgeport, Conn., has always been a keen student of the trends in radio. So he is well-qualified to make this evaluation of radio as it should be today. He terms it "The New Radio." It reflects the common sense of a broadcaster who successfully practices what he theorizes.

"MUSIC—News—Public Service" is a radio format which is now over six years old. It has grown big enough and lusty enough to have its own public detractors and its seasonal falls of brickbats. Now I think the time has also come to make the case for the New Radio.

That case begins with the observation that New Radio is not a poor man's version of network programming. To the contrary, it springs from a premise entirely new to radio. The most evident fact is that it consists mostly of music; but the governing fact is that as a matter of policy it has discarded the old concept of segmented programming, the hour, half-hour and quarter hour "show".

Out with the "shows" went the "names," the nationally-promoted personalities on which radio had built its audiences. In their stead we had to find an alternative focus for audience loyalty, and this was where the New Radio took an absolutely original step: It put forward the station itself. "Let's listen to Jack Benny" was to become "Let's turn on WXYZ."

The mechanics by which the New Radio has lured the listener from "names" to the station itself are all based on the creation of a new image: The Station-As-Useful-Companion. And in this concept, the role of music is secondary, serving as no more than a suitable background for the job at hand. That job: to make the station continuously and personally useful to its listeners.

That undertaking is the essence of the New Radio and it is an expensive, intricate and demanding one. For the old-style station entertainment grew on trees, ready to be plucked without effort from a network affiliation or a transcription service; but for a station to be "continuously and personally useful" to the listener—that was quite another matter.

WHAT THE STATION'S NEWS MUST COMPRISE

Take, for illustration, the matter of news. The New Radio must supply news which is continuous, news every 30 minutes, news around the clock, national news rewritten for a local slant, and—above all—local news as it breaks. It must cover local elections precinct by precinct and state elections town by town as fast as the polls close. It must report daily from the state legislature and periodically about its congressional delegation. It must supply the local weather, local driving conditions, and an endless stream of data on school closings, town meetings, filing dates.

It *must* do all these things and do them all the time because nothing less will prove to be "continuously and personally useful" to the listener. This is part of the price for cancelling *Bob & Ray* and *Tex & Jinx* and *Young Dr. Malone*.

Also, the New Radio can no longer discharge its obligation to public service merely by logging transcribed public service announcements. It must dig deep into the local needs of local groups—from PTA to Civil Defense—and translate their needs into the terms which can actually motivate the listener. The nature of the New Radio's attraction doesn't permit dial-twisters, which is only another way of saying that it requires community service which works. In practice this means applying to community service the same techniques as are used to sell merchandise, not excluding the singing commercial.

For a final instance, there is the New Radio In-A-Crisis. Is there a blizzard, a flood, a festival, a practice CD evacuation? Then the New Radio *must* lead every other medium and agency in coverage, utility and service. It must because that's the basket where it has almost all its eggs. Typically, it deploys its entire staff (and their spouses) all over the area, does anything that ingenuity and damn-the-expense suggests—and throws out its commercials in day-long lots.

For a radio station which relies on entertainment, this is the sort of reaction which only the fattest usually afford. But it is an absolute necessity for every station under the banner of the New Radio.

In such a context music obviously assumes a peripheral role. It does provide entertainment, but if you want to see just how little this weighs in the New Radio listen between 6 and 9 in the morning. That is the time of maximum audience and also of minimum music.

What all those people are listening to is a useful companion who is updating them on the news, getting them out of the house on time, telling them how to dress, whether school is open, how the roads and traffic look, what's ahead for the day and evening—and what the shopping specials are today. Nobody imagines they are tuned in because they must hear pop tunes before breakfast.

THE RECORD SETS A NEW TIME UNIT

But I don't mean to downgrade music all the way. It provides the New Radio with one essential attribute: a new time module. Whereas radio used to present itself to the listener in units of 15 minutes, it now swings trippingly past in units of 2½ minutes—the playing time of the average record.

This gives to the New Radio the aspect of a continuous presence, that is, of the Companion. It removes entirely the troublesome concept of "interruption". It makes it feasible to introduce the news every 30 minutes, and the whole roster of useful services whenever they are most useful. And it allows the New Radio to support with success a much greater commercial load—without crowding, either. Now there are not only more appropriate spots for "spots", but with the departure of the name concept of segmented programming, there remains no reason to tune out. There is just "The Station".

Once "The Station-As-Useful-Companion" is offered in place of national names, the commercial side has to be overhauled. Now it is the Companion all by himself who is doing the selling; when you remove the name, the line of credence which runs from commercial to product is much shorter, much more direct—and it can be much stronger.

The New Radio announcer cannot be picked for his pear-shaped tones nor for his mastery of Fowler's *Modern English Usage*, nor even for that synthetic personality some people are reputed to be able to project. His indispensable attribute is that he actually be the kind of person the listener would like to have as a companion.

What the announcer has to say must now be paced and phrased within the frame of a continuing conversation, hours in duration. There is no room here for the breathless flash, the pontifical rec-

ALFRED·P·SLOAN·RADIO·TV·AWARD
FOR·DISTINGUISHED·PUBLIC·SERVICE
IN·HIGHWAY·SAFETY
STATION WLW, CINCINNATI, OHIO
1956

The Crosley Broadcasting Corporation proudly announces that WLW Radio has been presented the Alfred P. Sloan Award—the Nation's highest honor in highway safety! And WLW Radio in turn salutes the State Police of Indiana and Ohio for helping to make this Award possible through their cooperation in WLW's highway safety programs. Highway safety typifies the programming for which the Crosley Broadcasting Corporation has received many public service awards.

WLW RADIO WORLD

ILL. IND. OHIO PA. W. VA. KY.

Network Affiliations: NBC; ABC; MBS . . . . . . Crosley Broadcasting Corporation, a division of AVCO ommendation, the over-enthusiastic claim. This thought is not, I know, original with the New Radio. It is part of the engraved credo of any self-respecting member of the 4A's. Nevertheless, the New Radio has found it necessary to enlarge its copy departments, and to devote them in large measure to the task of tailoring commercials to the usages of the Useful Companion.

From this description, it is evident that the New Radio occupies a new place in the community. We have moved across the entertainment spectrum, away from the precincts of the movies and tv, and past the slick magazines and 25¢ books until now we stand face to face with the press.

The services of the Useful Companion read just like the index of the daily paper. The form is different and the timing much better, but the content is virtually identical.

Newspapers discovered about 200 years ago that the key to local success lies in integration with the local community, so they had quite a head start on the New Radio. If the community is really to look to the New Radio for the news and services it is used to finding in the newspaper, then the production of this news and service must be undertaken on a scale and with a skill entirely new to local radio. We have been forced to double and triple our news bureaus, multiply our news services, increase our administrative payrolls, and change the very nature of our operation.

Obviously, once we have set our foot on this road the end will never be in sight because there can be no such a thing as a ceiling on news coverage or services. The operating philosophy of the New Radio must be spend and expand, spend and expand.

This is a far cry from the station which hooked itself to a network and fed the good life to any owner who knew how to stay on the air with a staff of five. The investment is much bigger, the budget is much higher, the work is much more demanding. Quite evidently, we did not embark on the New Radio fortuitously. In our own case, for instance, there was a year of cogitation and research before we opened up for business at the new stand.

IT'S NOT NECESSARILY A SHORT ROAD TO SUCCESS

That was five years ago. Since then we have seen our ratings and our net audiences climb each year, at first slowly and more recently astoundingly—and not because we were the only game in town, either.

Our own station happens to be in competition with the full array of network programming, thus providing us with the opportunity to measure the relative attraction of the New Radio. As of today, our audience in our market is much bigger than the combined audience of all the networks in our market. And our record is far from unique.

So even if the New Radio is more expensive, makes us put more on the line, demands more commercials and keeps us up nights, it also has this great and saving grace: It works.

PLAYBACK

QUOTES WORTH REPEATING

THE 35% THAT HURTS

B. CALVIN JONES, program manager of KDKA-TV Pittsburgh, speaking May 17 at the Pennsylvania Assn. of Broadcasters meeting [B•T, May 20], *poses a question about the increased cost of feature films that face tv.*

ONE of my concerns at the moment is whether or not Hollywood interests might indirectly force us into a position where we will price ourselves out of the feature film market. Successful feature programming demands quality pictures and the pictures we have worked with to date have been pre-1948 productions. But post-1948 productions will require 35% of the gross payment to the Screen Actors Guild.

If the studios and independent producers plan to maintain their present margins, this in effect means that our costs will increase 35%. This is in the face of annual year to year increases in below-the-line costs supporting general station operation. I wonder whether or not we will be able to keep it up.

. . . Whether or not our circulation can justify proportionate increases in cost to the advertiser remains to be seen.

WHAT DOES TV OFFER?

ANNE W. LANGMAN, in the May 18 Nation, *commends the "deeper level" of programming by local tv stations but also has this to say—aimed at networks particularly:*

EVERYONE agrees that baseball makes a fine show on television and almost everyone will look in on a Congressional hearing with real if morbid curiosity. But aside from such entertainments, has the home screen anything to offer the adult mind? Not much, it seems. *Omnibus* can be counted on more often than not: Leonard Bernstein on music, Agnes DeMille on dance. *Camera 3* continues to find new ways of presenting music and art; *Medical Horizons* and *The March of Medicine* are better than respectable in their limited field. But these are exceptions to the network fear that serious discussion will upset the delicate balance of the sponsor-producer-consumer triangle. Race relations? The South wouldn't stand for it. Politics? You must be impartial. Divorce? The Catholic Church would boycott the show. Civil Rights? Watch out for the veteran groups. Sex? The children might be watching.

ANTICS BEHIND SEMANICS

ROBERT D. LEVITT, president of California National Productions, tells why the term "pilot film" has been stricken from the trade lexicon of CNP, of which NBC Television Films is a division.

"PILOT FILM" has come to mean a sample of a film series that is shot and then peddled from ad agency to agency and from network to network in hopes of attracting a sponsor and air time. And, when these fail, there's still the big regional deal to gun for. Only after one of these is signed does the film producing and distributing company feel confident of recouping negative costs on the proposed series and it flashes the green light for full production.

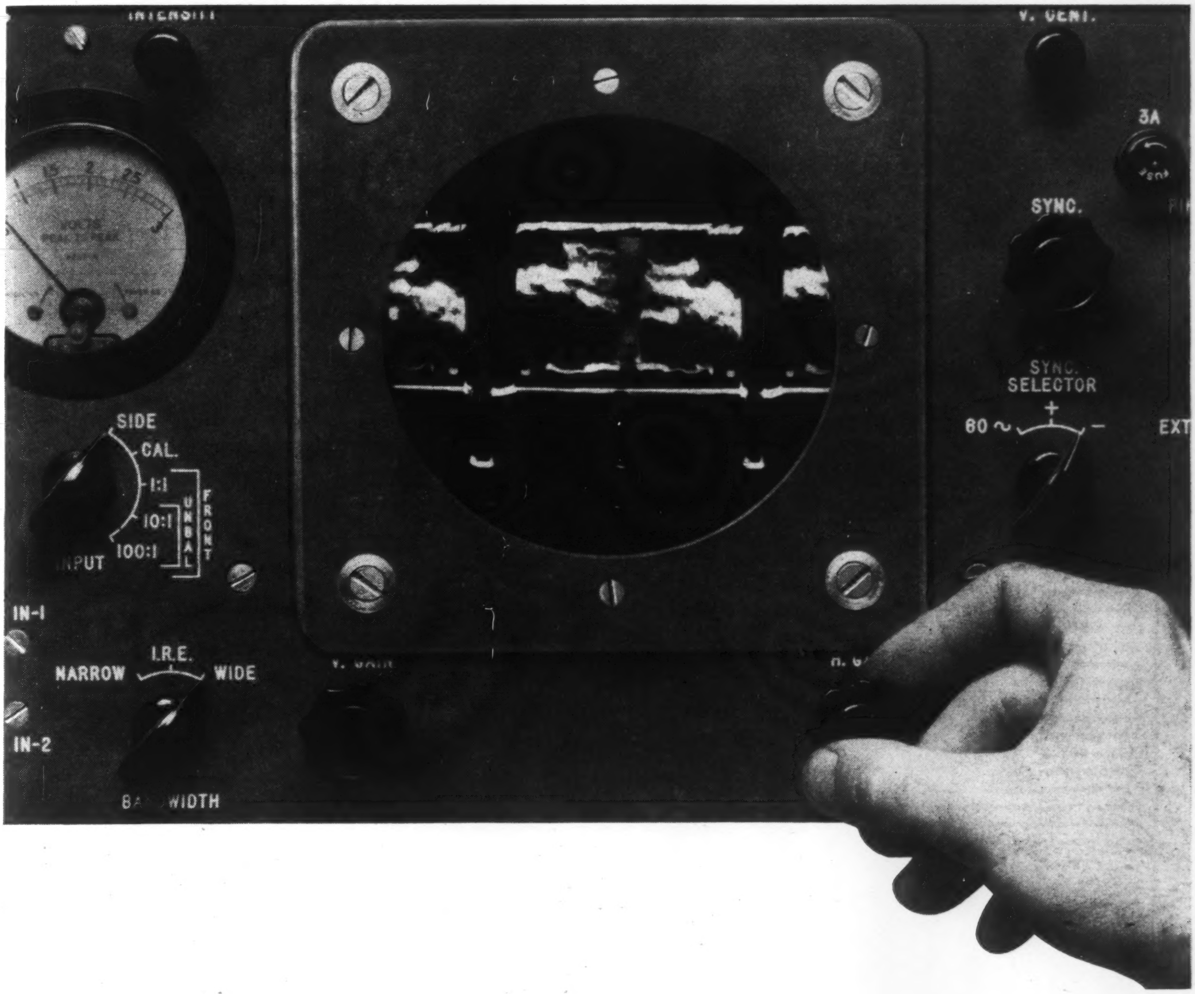
. . . This procedure is abhorrent. It represents lack of confidence in the essential artistry, skills and knowledge of our industry.

In embarking on a new film venture, this company generally first makes a test film. Then a temporary halt is called. Next follows a period of intensive study to determine how every element of story and graphics can be brought to optimum quality level. No sales effort is made until the experimental episode proves the merits of the whole series. That first try at the camera thus in reality is a prototype for a series.

A SLOGAN IS BORN

BARTON A. CUMMINGS, president of Compton Adv., speaking May 21 at the Chicago Tribune *Forum on Distribution & Advertising, relates an incident in which the agency's researchers capitalized on a consumer guilt complex:*

A FEW YEARS ago we were working on plans for introduction of a new toothpaste. Through depth interviews we learned that almost everyone believed they should brush their teeth after every meal. But nobody did. We detected a guilt complex. Our problem was how to take advantage of this guilt. After considerable research we found the answer: "Here's a toothpaste for people who can't brush after every meal."



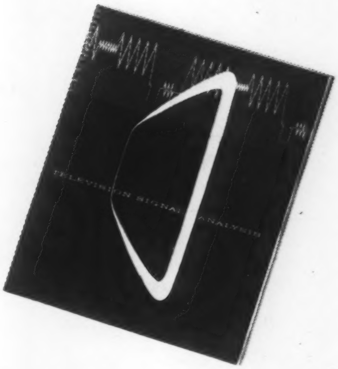
Nowadays, everyone calls this "bleeding whites"

Time was when this phenomenon went by a variety of names—all describing an overloading condition in which white areas appear to flow irregularly into black areas.

Today, everyone in the transmission end of TV calls it "bleeding whites." And the same common language covers the scores of other signal patterns that appear on oscilloscopes.

It's a brand-new language, compiled in a Bell System book called "Television Signal Analysis." Network technicians and Bell System men teamed up to write it. Their purpose: to give precise definitions to a uniform set of terms. That way, when describing picture quality, they'd all be talking about the same thing.

This co-operative effort pays off dozens of times a day. It gives the TV industry one more assurance that the signals carried over Bell System lines will be of high quality.

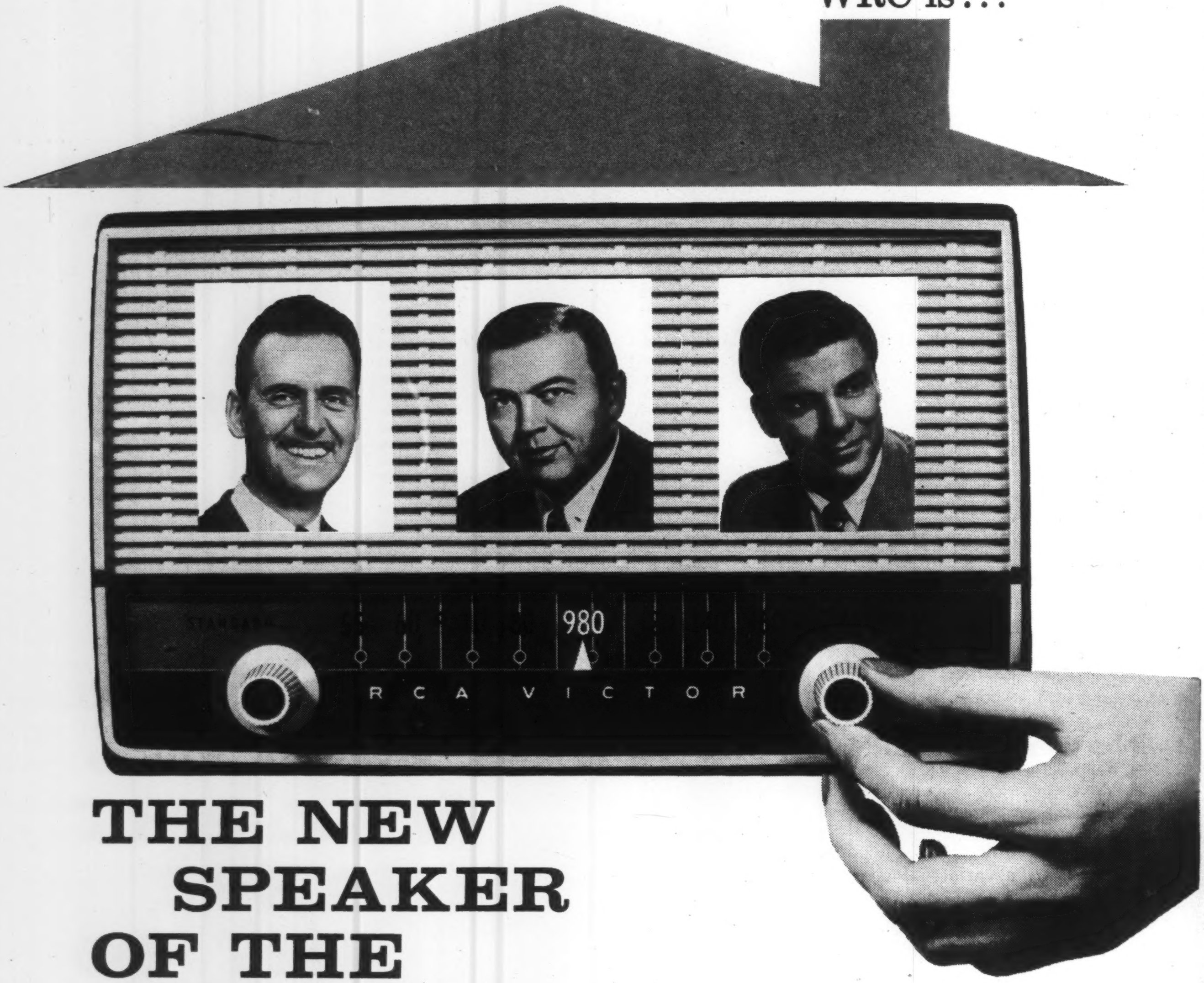


If you'd like a copy of the booklet, please write to: Division Commercial Manager — Program, American Telephone & Telegraph Company, 250 Park Avenue, New York 17, New York.

BELL TELEPHONE SYSTEM

Providing intercity channels for network television and radio throughout the nation

from
9 to Noon
in the
nation's
Capital,
WRC is . . .



THE NEW SPEAKER OF THE HOUSE!

The best time to reach the keeper of the family purse-strings is 9 AM to Noon. In Washington, WRC is tops in this all-important time period, winning a 26% share of the total radio audience, 62% more than the second station.*

Al Ross' "Timekeeper" program, Gene Archer's "Date in Washington" and NBC's "Bandstand" with Bert Parks are the big attractions that win the homemaker audience.

In Washington's 17-radio-station market, a plurality like this, early in the day, means greater returns by nightfall for WRC-advertised products. WRC Radio should be speaking for your product *now* in the nation's capital.

**NSI Report—Washington D. C. Area—January 1957*

WRC·980

WASHINGTON, D. C. SOLD BY NBC SPOT SALES

MONDAY MEMO

from ART DURAM, *vice president in charge of radio & television, Fuller & Smith & Ross*

WHY BUY THE BIG AUDIENCE YOUR SHOW SHOULD ATTRACT?

Arthur Duram: B. Chicago, Sept. 26, 1912; educ. U. of Illinois. Served as major in Army Air Force intelligence during World War II. With CBS for seven years, starting as market researcher and leaving as national sales director. Joined Fuller & Smith & Ross in 1951 becoming vice president in charge of radio and television and a director of the agency.

MORE than 40 different tv programs bask luxuriously in the "8 million and up" commercial audience club—a circle that extends up and up to the 15-million-home wonderland of Ed Sullivan.

Yet, for every big nighttime audience watching a single tv commercial there are only a few people at the agency-client level and network who really know "what it took" to produce this fine multi-million audience.

In today's television struggle it is not yet quite vital to dissect the "what it took" element. Those concerned are happy enough just to have the giant audience in the face of today's competition. In tomorrow's television it *will* be a vital point, perhaps embarrassingly vital.

Since this is still today, I do not intend to open up temporarily-buried problems, but merely to let out a small cry against one of the gnawing evils of lazy tv campaigning.

Let's divide big audiences into two very broadly-defined groups. First are the many big evening audiences which reflect nothing but credit on those persons responsible for delivering them—both agency and client. Dissecting of this group would reveal patience, resourcefulness, initiative and farsighted planning. It might even reveal a special talent on somebody's part for inexpensive exploitation and promotion of audiences.

The second broadly-defined group would be those major evening audiences which are gained in diverse ways but which reflect little or no credit on the happy sponsors. My axe grinding is in this area, for here are the sponsors and/or agencies determined to have the big audience with or without the skills normally required to build same.

FAITH IN A POCKETBOOK SPELLS FUTURE TROUBLE

The technique of this group, on the one hand, is the use of an unbelievably huge program budget dedicated to the simple process of overpowering the competition. Many factors have conspired to encourage larger and larger above-the-line budgets and this so obviously is a detrimental trend for the whole industry that little comment is necessary. This trend must eventually starve itself to death from lack of financial nourishment.

On the other hand is another insidious practice which is syphoning off more than a million dollars a year from tv budgets. This is the supposed buying of a tv audience by investing additional budgets in print media for ads that sell your entertainment. In an amazingly innocent way producers, packagers, networks, and agencies will say to a client, "we have a great franchise and a superb program so please get up another $200,000 per year for newspaper ads to tell the public about it."

"What's wrong with this?" you might ask and point out that with a $4 million annual budget another $200,000 is only 5% more to insure better product exposure and better future audiences. Well, here are the most obvious criticisms of this practice.

No other advertising medium is guilty of this. The big magazine advertiser does not invest a small amount in tv spots in order to increase his ad readership in a given magazine issue. Tv must build its own audiences through the medium itself or else the original time and talent budget is suspect. And, since so many successful tv programs are breezing along without print support, there must be something wrong with shows which can't survive without this help.

Secondly, there are many devices available to the alert agency to use in audience promotion which cost little or no money. Exploitation and promotion are a matter of resourcefulness, not wealth.

IT ADDS TO YOUR COST PER THOUSAND

It is very questionable that tv newspaper ads loudly proclaiming your entertainment do much good. Examine this: The $4 million television advertiser probably insists on an audience result somewhere near the $8-$10 per M level of efficiency. If he adds $8,000, for example, in newspaper space per show this extra money must deliver about one million more tv homes or else it doesn't measure up to the basic investment.

Does it do this? For certain type stars and program attractions it might. Yet, at best it would only deliver this extra million circulation to the door of your show. After that, only the entertainment value of your show will keep them there for the all-important *commercial* exposure. And the type program for which newspaper ads can add extra circulation are the very programs which can readily get maximum share of audience by simpler, less costly, devices. If you attract audience to the door of your show and don't deliver entertainment value, which is often the case, you seriously diminish the impact of your next ad.

There are dozens of other reasons which logically suggest that all concerned should look long and hard before demanding support of print media to bolster a sagging share of audience.

Finally, it is possible that money devoted to extra print support might just be the difference, if added to your program budget, in getting that better script, that better cast, or better production to build your audience on a *lasting basis.*

P&G—Airborne

MANY years ago the builders of the Procter & Gamble empire decided to test a daring theory of business promotion—spend a dollar to make a dollar plus some profit. These sales-minded men started to advertise and to promote their Ivory soap and Star candles. Through the decades P&G has shown its faith in advertising. It has achieved, through media and marketing sagacity and energy, a dominant place in the soap-detergent field, and its media budget is second only to that of General Motors.

A look into the way P&G moves its merchandise into 19 out of every 20 American homes reveals that the company's greatest growth dovetails with, first, the spread of radio and tv as mass media and, second, with the fact that P&G became the leading user of broadcast advertising. For a quarter-century P&G used more radio than its major competitors put together. Now it is taking advantage of television's eye-ear appeal.

P&G has exploited its brands with success—most brands with more success than most of those sold by competitors. It has ambitious plans for several new lines of food and household specialties. The documented account of P&G's television advertising—presented in detail in this issue of B•T—discloses a series of powerful network and spot campaigns that have produced one of the great sales successes in marketing history.

Don't Hold Your Breath

TO JUDGE by superficial news accounts of the FCC's "Notice of Further Proceedings," one would think that approval of subscription television was certain and imminent. It is neither.

The FCC said in its notice [B•T, May 27] that it believed it had "the statutory authority to authorize the use of television broadcast frequencies for subscription television operations if it finds that it would be in the public interest to do so."

That phrase was widely quoted as the "news" in the Commission's notice. And indeed if the Commission had made an announcement confined to an assertion of its authority over toll tv, it would have been news of considerable moment.

Taken in context, however, the FCC's reference to its authority in this field becomes less significant than other elements of its notice. The dominant mood of the notice—viewed as a whole—is uncertainty. The Commission admits it cannot answer fundamental questions about toll tv, cannot even decide how or when to approve experiments. The notice is not a document of intentions. It is a plea for help.

The Commission's lack of definite accord on toll tv is further revealed in the letter it wrote to Rep. Oren Harris explaining that it was in no position now to answer the several basic questions he raised a month ago about subscription tv.

In the FCC's letter to Mr. Harris, which was printed in full text in B•T last week, the Commission said it needed the information to be obtained from its Notice of Further Proceedings before it could form policy on toll tv.

"In addition," the FCC letter read, "such information should also enable the Commission to determine whether amendatory legislation is required and should be recommended to the Congress in connection with subscription television service."

That language seems to be at odds with the Commission's claim of authority over toll tv as contained in its own notice.

It is quite possible, of course, that the FCC eventually will approve some form of test of toll tv. It will be a while, however. Quite a while.

A Better Use for the Money

SEN. Warren G. Magnuson sees in television a tremendous force to "strike directly" at existing shortages in teachers and schools. He further feels that educational tv will meet the needs of educating our children "with the least cost and in the most expeditious manner." Putting action to his words, the senator has introduced a bill which would give a $1 million subsidy to each state and territory to get educational tv off the ground.

We will not quarrel with the senator's feelings about the use of tv in education (although we can quote many authorities in the field of education who will). We do quarrel with his proposal to use federal funds for on-the-air facilities to answer the teacher shortage. As the current Hagerstown, Md., experiment is demonstrating, closed circuit tv facilities can do an effective teaching job without drawing upon already-saturated spectrum space.

Neither will we quarrel with the senator's concern over the nearly-200 reserved educational channels which have lain fallow since they were created five years ago. Indeed, the nation's broadcasters, frustrated by an allocations table which on the one hand does not satisfy commercial needs and on the other permits this sizable hunk of spectrum to lie idle, join in his concern. We would suggest to the senator that the solution to his educational problem is not to pour $50 million into a dry hole, but to direct it into programming which can be pumped directly to the schools via closed circuit. And further, that the solution to those unused channels is not to subsidize their use by states which have shown no eagerness for them, but to make them available to the commercial broadcaster who needs them so desperately.

DETROIT
DETROIT
T.V. CIRCUS ATTRACTIONS, INC.
Sid Hix

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Remember the act you hired by 'phone last week? The two tigers who could play catch?"

The Tithing Tune

WE CAN only hope, at this writing, that the nation's television broadcasters did right by their All-Industry Television Music License Committee, whose onerous job it is to negotiate new tv music licenses with ASCAP.

The ballots to choose a permanent committee were returnable last Friday, so the outcome may not be known for a few days yet. But this is one election where the results can be judged better by the volume of the voting than by who won or lost.

Fifteen good men were nominated at the original all-television meeting in Chicago in April, and it seems impossible that—whether they elected the specific nominees or not—the nation's broadcasters could fail to come up with a sound, responsible permanent committee. Moreover, the temporary committee, acting under the authority granted in Chicago, has already made sure that broadcasters will have superior and experienced legal counsel by retaining Former Judge Simon H. Rifkind, who represented tv in the successful negotiations three years ago, to take on the same job again [B•T, May 27].

The larger concern of thoughtful broadcasters, then, is not with specific candidates but with the size of the overall ballot. For there was a poll tax in this election—a very necessary one. To vote, a station had to agree to pay its highest one-time announcement rate as dues. If the vote is big, the committee—whatever its composition—can be sure that it has the sort of backing it must have or else fail.

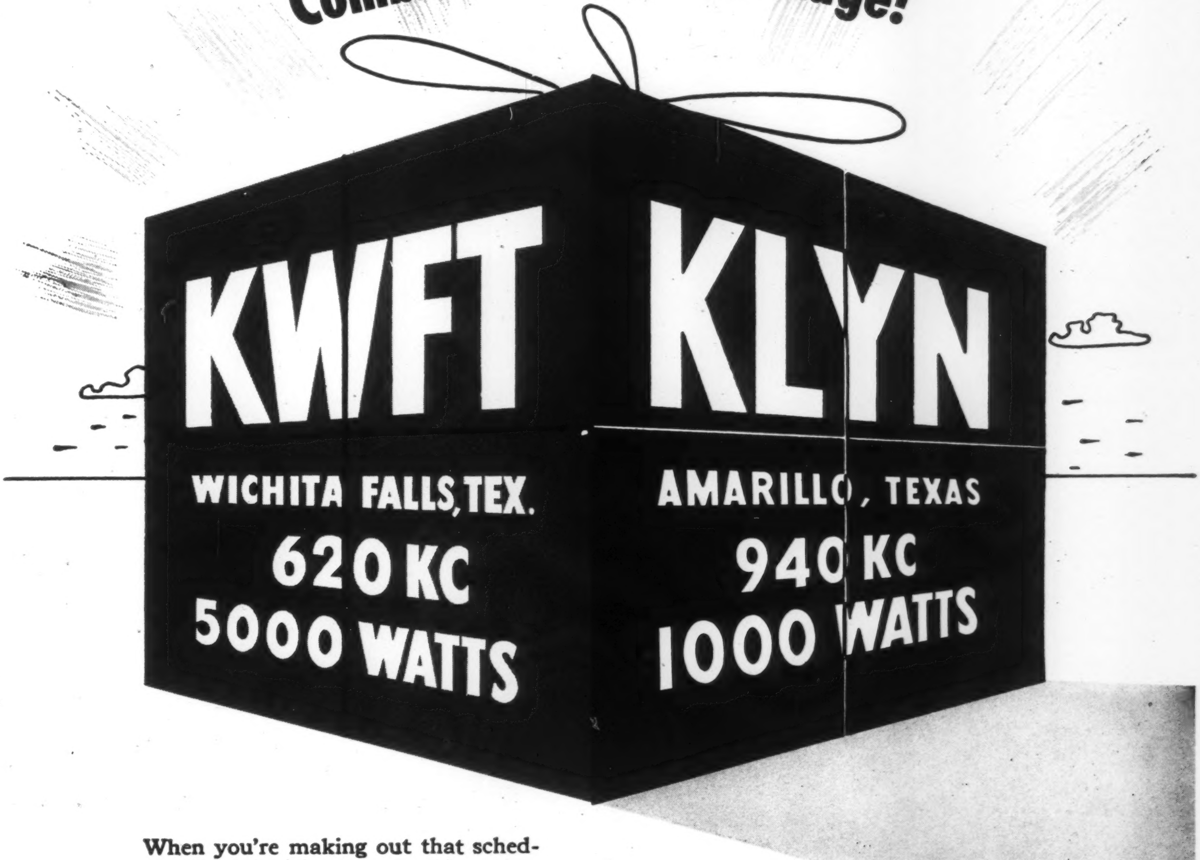
It will be no simple matter to convince ASCAP that telecasters, who with their radio brethren already account for approximately 80% of ASCAP's income, should in all justice get lower rather than higher rates. It'll be expensive as well as tedious. Last time, the job took four years and cost more than $100,000.

This is an all-television job the committee is undertaking.

Every tv station stands to benefit. But time is short; the current ASCAP tv licenses expire Dec. 31. Any stations that failed to send in their ballots should take steps immediately to get behind the committee with financial as well as moral support. Moral support alone will win nothing from ASCAP. And the ante is negligible, considering the stakes.

TWO TOP CBS radio stations
TWO BIG Southwest Markets!

ONE LOW COST
Combination rate package!


KWFT
WICHITA FALLS, TEX.
620 KC
5000 WATTS
KLYN
AMARILLO, TEXAS
940 KC
1000 WATTS

When you're making out that schedule for the Southwest this sales-winning pair of CBS stations is a "must". TWO top stations . . . in TWO big markets . . . at ONE low combination rate. For availabilities and rates, write, wire or phone our representatives.

THE KENYON BROWN STATIONS

Now under one ownership and management

National Representatives **JOHN BLAIR & CO.**